NOVEMBER 7, 1938 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT.

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Success story:

Sales falling in Richmond? You need WLEE! Read this story about a local candy store:

One particular brand of candy was showing decreasing sales. So the store started a series of announcements on WLEE. In less than *two months*, the trend was *reversed*, and the brand was showing a *steep upward sales curve!*

National advertisers are following the lead of local Richmond merchants to get results on WLEE! Your Forjoe man will gladly give you the whole WLEE story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE: BORDEN GOES TO THE FAIR

XUM

LIVE WIRE

Call it a coaxial cable, if you like. But to us it's a *live wire*. For the inauguration of the full NBC network schedule—LIVE—electrified television interest in Cincinnati, Dayton and Columbus—an area already famous as a *red hot* TV market.

The coming of the coaxial cable was news, big news. But it took a super-charged promotion by The Television Service of The Nation's Station to capitalize the event with results like these:

Television retailers jammed with buyers. Customers waiting in line for television sales clerks at department stores. Warehouse stocks cleaned out. Frantic wires to manufacturers for more sets. And *thousands* sold in four weeks!

What kind of promotion did this? A typical all-out WLW promotion utilizing practically every media: stage shows playing before 15,000 people in three days in three cities, AM and TV, newspapers, billboards, cab covers, car cards, window and store displays, contests, etc.

The power-packed promotion campaign started with the introduction on September 19, of a new daytime program schedule from 11 A.M. daily and featuring WLW's own million dollar talent staff. Then came a high-voltage promotion of Cable Day on September 25... followed immediately by a build-up on the World Series.

And what does WLW Television Service do now? Rest on laurels? No! These promotions are not "one-time-shots"... but part of a long-range promotion planned for WLW-television-land—the 10th largest TV market in the country.*

So if you want to reach this area embracing 3½ million people, channel your sales messages through the three Crosley TV stations.

For further information, contact any of these sales offices:

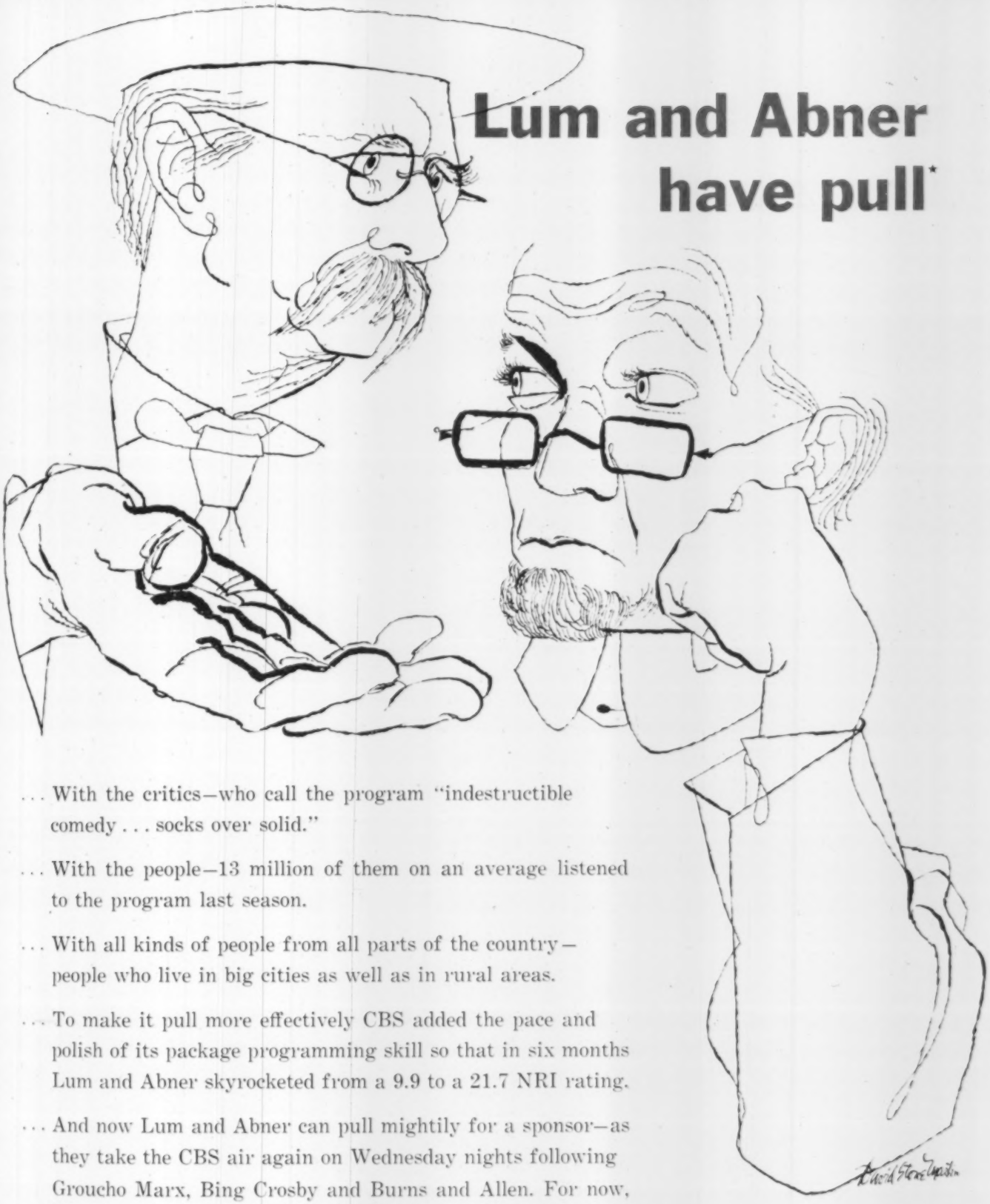
630 Fifth Avenue, New York 20, New York • 360 North Michigan, Chicago 1, Illinois
6381 Hollywood Blvd., Hollywood 28, California • WLW-T, 2222 Chickasaw St., Cincinnati 19, Ohio
WLW-D, 4595 South Dixie Highway, Dayton 9, Ohio • WLW-C, 3165 Olentangy River Road, Columbus 2, Ohio

*NBC Research Department Estimates

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation



Lum and Abner have pull*

... With the critics—who call the program "indestructible comedy . . . socks over solid."

... With the people—13 million of them on an average listened to the program last season.

... With all kinds of people from all parts of the country—people who live in big cities as well as in rural areas.

... To make it pull more effectively CBS added the pace and polish of its package programming skill so that in six months Lum and Abner skyrocketed from a 9.9 to a 21.7 NRI rating.

... And now Lum and Abner can pull mightily for a sponsor—as they take the CBS air again on Wednesday nights following Groucho Marx, Bing Crosby and Burns and Allen. For now, like Irma, like Godfrey, like Our Miss Brooks—they're a payoff comedy package from CBS.

CBS PACKAGE PROGRAMS

*They have so *much* pull that an Arkansas town, two mountains and a State highway changed their names, and seven pairs of twins were christened Lum and Abner.

COMPARATIVE NETWORK SHOWSHEET

EVE N

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (150)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (214) R	"	"	"
6:30	Author Meets Critic S	C-P-P Our Miss Brooks (132) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (183) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	Stand By S	Lever Bros. Amos 'n' Andy (150)	7:30-7:55 The Saint	Roxall Co. Harris-Faye (163)
7:45	"	"	7:55-8 Ronson Art Metal. J. Desmond (441)	"
8:00	Old Gold Stop the Music (173)	Coca-Cola McCarthy Show (171) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (178) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (79)	Carnation Co. Contented Hour (173)	Mr. Congress-man Abroad	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dress Parade S	Don Wright Chorus	Pet Milk Bob Crosby Show (192)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:30-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153) R	Noxzema Gabriel Heatter (214)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Waltham Watch Share the Wealth (21)	Bromo Seltzer Inner Sanctum (137) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	Buddy Weed Trio S	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (148)
8:45	General Motors Henry Taylor (282)	"	"	"
9:00	Kate Smith Calls S	Lever—Lux Lux R. Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	"	Crime Fighters	Cities Service Band of America (181)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lvr. - Pepsodent My Friend Irma (176)	Commentators MBS Newsreel	Screen Directors Playhouse
10:15	Kate Smith Calls S	"	"	"
10:30	"	R. J. Reynolds Bob Hawk (180)	Dance Music	The Ethel Merman Show
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:30-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Counter Spy S	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Park Sheraton Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (26)
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (58)	C-P-P T'thPwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Fannie Brice R. Snooks (152
8:45	"	"	"	"
9:00	"	Escape S	John Steele Adventurer	Lever—Swan Bob Hope (133) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Life with Luigi S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Jimmy Dorsey Orchestra	Dance Orchestra	Brown & Wmsn People are Funny (164)
10:45	C. of C.	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Art Group S
9:45	"	Trinity Choir	Hea ing Ministry of Chris Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	Greystone Press Mr. Fixit (43)
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (292)	Now Is the Atom S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Ohez. Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G. Welcome Travelers (141)
10:15	"	Toni & Wildroot Arthur Godfrey (156) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (172) R	Say It with Music	Kraft Foods Marriage for Two (148)
10:45	*See Footnote	National Biscuit Arthur Godfrey (172) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (178) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Dr. Paul S
11:30	Pick a Date with Buddy Rogers	Comin't Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (136)
11:45	"	P & G Rosemary (68)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Doubleday Quiz Show	Music
12:30	Out of Service	Whitehall Helen Trent (165)	Purex Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (158)	G. Heatter's Mail Bag	Echoes from the Tropics
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (96)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn People are Funny (17)
9:45	"	Garden Gate S	"	"
10:00	At Home with Music S	M & M Ltd Joe Di Maggio (15)	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (143)
10:15	"	"	"	"
10:30	Junior Junction S	Music for You S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (163)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros. Junior Miss (167)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162
11:45	"	"	"	"
12:00 N	Hormel & Co Girls' Corps (293)	Armstrong Cork Theatre of T'day (166)	"	Barricraft Washington News
12:15 PM	"	"	"	Americas the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen. Sta. (150)	Smoky Mt. Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	Ally Concert of American Jazz	Armour Stars Over Bollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164
1:15	"	"	"	"

	ABC	CBS
1:30	Fine Arts Quartet S	Treasury Broadcast S
1:45	"	"
2:00	Around the World (150) S	Long Ago Without Dreams (10
2:15	"	"
2:30	Co-op Mr. President	Broadway Piano S
2:45	"	"
3:00	Friendship Train Ed. Pet Milk Harrison West Highway Cru (75)	S
3:15	P. J. Wyatt Betty Clark (8)	"
3:30	Liberty Lyceum Lutheran Hour (190)	"
3:45	"	"
4:00	Voice of the Line S	"
4:15	"	"
4:30	Milton Cross Opera Album	Quality of the Choice S
4:45	"	"
5:00	Family Classics S	Mr. for Ta
5:15	"	"
5:30	Cadillac T.E.T. Greatest Story Ever Told (8	Serenade to America Orchestra
5:45	"	(84)

XUM

WEDNESDAY

ABC	MBS	NBC
Board of Strategy	News Bob Warren S	
	Clem McCarthy 6:15-6:20 S	
	Sketches in Melody 6:20-6:45 S	
	Sun Oil Co. 3-Star Extra (34)	
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H	
Dinner Date S	Miles Labs. News of World (151)	
B. B. Seeley Gabriel Heatter (215)	Art Van Damme Quintet S	
I Love A Mystery	Pure Oil Co. Kaltenborn (32)	
Can You Top This S	Philip Morris This Is Your Life (145) R	
International Airport	Kraft Foods Great Gildersleeve (153)	
Mr. Feathers	Bristol Myers Break the Bank (163)	
Family Theatre S	Bristol Myers Dist. Attorney (163)	
Commentators MBS Newsreel	Am. Cig. & Cig. The Big Story (165)	
Dance Music	Mars Candy Curtain Time (145)	

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
	You And — S		Clem McCarthy 6:15-6:20 S
	No Network		Sketches in Melody 6:20-6:45 S
	P & G—Ivory L. Thomas (78) R		Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (143)
Counter Spy S	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Art Van Damme Quintet S
	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.-Jello Aldrich Family (150)
Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club (133)	G. F.-Maxwell Father Knows Best (155) H
Old Gold Orig Amateur Hour (173) *	Auto-Lite Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (152) H
	Philip Morris Crime Photog. (149)		Blatz Brewing Duffy's Tavern (156)
Lee Hats R. Montgomery (266)			
Music By Bovero S	Hall Bros. Hallmark Playhouse (158)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como
Someone You Know, Mental Health Series S	Pursuit S	Dance Music	Liggett & Myers Fatima Cigs. Dragnet (139) H

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
	You And — S		Clem McCarthy 6:15-6:20 S
	No Network		Sketches in Melody 6:20-6:45 S
	P & G—Ivory L. Thomas (78) R		Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (17)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Derwich Pharm Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Russ Morgan Show	Henry Morgan Show
Equitable Life This Your FBI (221) R	Gen. Fds. Jello My Favorite Husband (153) R	Music	Gulf Refining We the People (115)
Heinz. Advntrs. of Ozzie & Harriet (297)	Am. Tob.-Roi Tan, Leave it to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
Pac. C. Borax The Sheriff (191)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (215)			
Gillette S. H. Co. Gillette Fights (270)	Young Love S	Commentators MBS Newsreel	TBA
	Capitol Cloak Room S	Dance Music	Cal.-Pac.-Pet. Sports Newsreel (139)
			Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	Horse Races	6:00 PM
Church of Nation S	Memo From Lake Success		Religion in the News S	6:15
Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
Harmonaires S	News L. Lesauer S	Mel Allen		6:45
Remember S	Johnny Dollar S	Hawaii Calls S		7:00
Co-op Bert Andrews				7:15
Richfield Sports Reporter (54)	R. J. Reynolds Vaughn Monroe (160)	Helbros Quick As A Flash (488)	Rich'd Diamond Private D'tective S	7:30
It's Time for Music S				7:45
Chandu, The Magician Co-op	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (53) H	8:00
				8:15
Superman S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (142)	8:30
				8:45
Casebook of Gregory Hood S	General Foods Gangbusters (81) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164)	9:00
				9:15
Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
				9:45
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
				10:15
Shamrock Hotel Bands S	Carter Prod. Sing It Again (149)		R. J. Reynolds Grand Ole Opry (158)	10:30
	Luden's Sing It Again 11 26 (149)			10:45

SUNDAY

ABC	CBS	MBS	NBC
Fine Arts Quartet S	Treasury Bandstand S	American Radio Warblers	U of Chicago Round Table S
		Michael O'Duffy	
Around the World (150) S	Longview (Whitmer Readers (18)	Chamber Music	NBC Theatre S
Co-op Pres. President	Operation Prom S	Co-op Bill Cunningham (55)	
		Veteran Wants to Know S	
Festival Time (75)	U.S. Marine Band Symphony Orch. S	Treasury Variety Show	One Man's Family S
Betty Clark (18)			
Dr. Lyman Abbott Sermon (190)		General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (152)
Listen to Life S		General Foods House Mystery (482)	Living—1949
Ellen Cross Piano Album	Quality of the Chase S	Wm. Morgan Private Investgr. (380)	American Forum of the Air S
Symphonette S	Quiz for You	Grove Labs. D.L.&W. Coal The Shadow	Radio City Playhouse S
Hour That Told All	Northern Pleasure Engineer (164)	Williamson True Detective Mysteries (472)	Int'l. Harvester Harvest of Stars (165)

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (87)	Music	Co-op George Hicks S
Listen to This S	P & G Guiding Light (85)	Checkerboard Jamboree	The Playboys
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (68)	Miles Lab (422) Queen for Day	Campbell Soup Double or Nothing (133)
	P & G Perry Mason (114)		
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Ladies Fair	General Mills Today's Children (71)
	P & G Brighter Day (82)		General Mills Light of World (71)
See Footnote	Sabbath David Harum (55)	Bob Poole Show	P & G Life-Beautiful (149)
	Miles Labs. Hilltop House (130)		P & G Road of Life (149)
Philly Morris Ladies Be Seat'd (209) *	Garry Moore Show S		P & G Pepper Young (153)
			P & G Right to Happiness (151)
Pillsbury Mills Galen Drake (216)		Miscellaneous Programs	Sterling Drug Backstage Wife (148)
Tune Trio S			Sterling Drug Stella Dallas (148)
Melody Promenade S	Treasury Bandstand S	Hoedown Party	Sterling Drug Lorenzo Jones (148)
			Sterling Drug Y. Widder Brown (148)
See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (51)
		National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)
	Hugo Mahn's Orchestra S	M. W. F. Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
	Miles Labs. Curt Massey Time (148) R	Capt. Midnight Wander (161)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Report on America S
			Football Games
College Football Games S	Borden County Fair (167)	Football	
	Football Round-up S		
Tea and Crumpets		Sports Parade	
	Make Way for Youth S	Dance Music	Music
			Meet Club Dog Fd., Confidential Closeups (160)

XUM

Looking for the biggest?

New York

[illegible]

in [illegible]

Among thirty-three daytime programs available for participating announcements on New York's four major stations, *all five which are locally produced and available for sale by WCBS are in the top ten!**

Jack Sterling commands the highest rating of all—followed closely by *Phil Cook, Margaret Arlen, This Is New York,* and *Hits and Misses.*

When placing minute commercials, call WCBS or Radio Sales for the very best buys.

**Pulse of N.Y., Sept. '49, average quarter-hour ratings.*

Radio [illegible]

XUM

YANKEE
House to House
SELLING

IS AN OLD NEW ENGLAND CUSTOM

You may not remember but you've heard of the old peddler's wagon, its interior bursting with merchandise, its outside festooned with rattling tin and wooden wares. It was a department store on wheels. New England housewives looked forward to its coming . . . put away cash in the old blue sugar bowl to buy yard goods and needed household items.

The old trader covered a lot of territory selling house to house. The Yankee home-town station has that same "in" with New England housewives today. It, too, sells a great variety of merchandise and covers a wide territory with house-to-house thoroughness.

Local merchants like their Yankee home-town stations. Their customers listen regularly to Yankee and Mutual programs and remember Yankee advertised products.

You can reach 28 lush markets in six-states with Yankee home-town stations. That is Yankee house-to-house selling throughout New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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XUM

BROADCASTING at deadline

Closed Circuit

NBC MANAGEMENT metamorphosis under President Joseph H. McConnell, who regards AM network as primary and television operation as "complementary," expected logically to result in assignment of all AM network operations directly under Charles R. Denny, executive vice president, with Senior Vice President Sylvester L. (Pat) Weaver as his TV opposite number. Third top slot—vice president in charge of stations—also remains to be assigned.

FIRST DEPARTMENT at NBC to be split in forthcoming reorganization will be sales. Announcement expected within week of reassignment of Harry C. Kopf, now administrative vice president in charge of sales and stations, as chief of radio division sales, and of George Frey, now national sales director, as television sales chief. Sales department to be re-assigned in advance of appointments of top operational executives of radio and stations divisions.

NOW THAT FCC has extricated NARSR issue to extent of using it as vehicle to cite networks on owned-station license renewals, it's expected to decide within six weeks whether it's proper for networks to represent affiliates in spot sales. Commission, to date divided, will decide: (1) Whether it has jurisdiction at all; (2) if it has jurisdicition, whether it should deny to networks right to extend business into any new field, such as representation.

SHOULD Uncle Sam provide coaxial cable service for TV under something akin to subsidy in view of importance of TV in any national emergency? That question already posed in official quarters, and may soon receive top-level consideration. It's pointed out government subsidizes Merchant Marine, farmers, and airlines in interest of national defense and well-being. "Prohibitive" cost of coaxial, at $35 per base airline mile, is something government should look into, it's pointed out, particularly if television is to play home defense role in atomic era.

PEQUOT MILLS, New York and Salem, Mass. (bed sheets, pillow cases), through its agency, Jackson & Co., New York, planning spot radio campaign coast-to-coast in addition to current TV schedule [BROADCASTING, Oct. 31].

IF CUBA persists in wave-jumping on U. S. channels, you can expect hot counterblasts from one of radio's newest and loudest voices—Chairman Ed C. Johnson of Senate Commerce Committee. He's waxing warmer on whole NARBA topic and could make Popocatepetl sound like pipsqueak.

ONE PROPOSAL in re NARBA winning public favor in high places is that Cuba turn to FM as solution to its coverage program (if any)

(Continued on page 82)

Upcoming

Nov. 7: NABET-IBEW meeting, Washington, D. C.
Nov. 9: AFM-AGVA Trial, New York Supreme Court, New York.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: National Assn. of Radio News Directors, Commodore Hotel, New York.
Nov. 15-17: NAB Board Meeting, NAB Hdqrs., Washington.

(Other Upcomings on page 91)

Bulletins

CLAIMING it was refused time on WNEW New York to tell of labor dispute with station, American Communications Assn. put on picket demonstration Friday, releasing balloons bearing leaflets telling its side of dispute. ACA is seeking reinstatement of two discharged workers. Station claims it is in middle of jurisdictional dispute between CIO, ACA, and IBEW.

NEGOTIATORS in per program TV conferences of ASCAP and industry's TV Music Committee expressed hope late Friday for rapid settlement, following weeks of meetings.

NAB DISTRICT 2 DEMANDS NARBA VIGILANCE

NAB District 2 (N. Y., N. J.) called for "extreme vigilance" by NAB in NARBA situation, becoming fourth consecutive district to take stand on Montreal conference (NARBA story page 32). Two-day district meeting closed Friday afternoon at Asbury Park, N. J. (early story of meeting page 31).

Member nations at NARBA making demands "which threaten seriously to impair U. S. broadcasting services," district pointed out.

Other resolutions praised BMI; urged TV Music Committee to stand fast in demand for per program contract and advised stations not to sign blanket pact until they can compare terms; praised members of NAB staff who cooperated in district meeting; lauded Michael R. Hanna, WHCU Ithaca, N. Y., director for District 2, for service as he retires from directorship.

Simon Goldman, WJTN Jamestown, N. Y., presided at small market station session. Discussion covered rates, written contracts and sales personnel compensation. Use of term "broadcast order" subject to confirming letter, growing as replacement for "contract" because it eliminates "aura of resistance" by local advertiser, it was pointed out. Single rate card being adopted by some stations, group was told. Mr. Goldman noted small but steady rise in spot billings placed in small markets.

ROHN JOINS PETRY STAFF

EDWARD J. ROHN, formerly with Warwick & Legler and prior to that with Maxon Inc. in Detroit, joins New York AM sales staff of Edward Petry & Co.

Business Briefly

RETURNS SOLD ● Election returns to WCBS New York Tuesday to be sponsored by F. & M. Shaefer Brewing Co., Brooklyn, through BBDO, New York; on WCBS-TV by United Fruit Co. through Wendell P. Colton Co., New York.

POLAROID ADDS ● Pioneer Scientific Corp., New York, adding film spots for Glare-Loc Polaroid TV filter in present list of 25 markets and adding 12 new markets. Agency, Cayton Adv. Inc., New York.

NEDICK'S PLANS ● Nedick's Inc., New York (orange juice concentrate), planning metropolitan market campaign, starting in New York. Programs and spots considered. Agency, Weiss & Geller, New York.

RCA-NBC SERIES ● RCA Victor Division will sponsor *Screen Director's Playhouse*, NBC-built package, on NBC effective Jan. 6. Firm will also curtail sponsorship of *Kukla, Fran & Ollie* from three times to twice weekly on NBC-TV.

MOVES TO CBS ● *Mr. Fix-It*, sponsored by Greystone Press, New York, starting on CBS network Jan. 7, Sat., 2:30-2:45 p. m. Program formerly on ABC. Agency, H. B. Humphrey Co., New York.

AGENCY NAMED ● Steel Sash Service & Sales Co., Rocky Point, Long Island, named Flint Adv. Assoc., New York, with Robert F. Ku Kuck as account executive. Plans include five-minute video spots and spot radio.

WSAZ-TV JOINS ABC

WSAZ-TV Huntington, W. Va., will affiliate with ABC-TV effective Dec. 15. Station, also an NBC-TV and DuMont affiliate, will operate on Channel 5. It is owned by WSAZ Inc., managed by Bud Rogers. Addition brings to 41 ABC-TV's total, including its five owned and operated TV outlets.

TUBE SALES SOAR

SALES of radio receiving tubes rose sharply in September, according to Radio Mfrs. Assn., moving upward with increased demand for both radio and TV sets. Tube sales for month were 21,393,485, well above 18,444,588 in same month last year. Last September's sales consisted of 16,207,087 tubes for new sets, 4,033,127 for replacement, 925,090 for export, 228,181 for government. Nine-month sales for 1949 were 126,680,563 compared to 144,809,97[illegible] in 1948.

SCHNEIDER PROMOTED

WILLIAM SCHNEIDER, with Benton & Bowles, New York, four years as media coordinator for General Foods products, promoted to business manager of radio and television department.

What's on the table at **KEX**?

Food, food, food! More and more food producers in the Pacific Northwest.. producers who *know their market*.. are using KEX to step up sales. Among them:

- **NALLEY'S POTATO CHIPS,** Nalley Valley, Washington, uses regular participations on KEX's Kay West Program.
- **MT. ANGEL CHEESE,** Mt. Angel, Oregon, also tells its story via Kay West participations.
- **OLD DUTCH PRETZELS,** a new Portland producer, has found KEX the best way to break into the Oregon market.
- **FRANZ BREAD,** one of the region's leading bakers, uses a regular schedule of spots on KEX.
- **HOOD RIVER APPLE CIDER** gets sweet results with regular promotion on Oregon's leading station, KEX.
- **GRANDMA'S COOKIES** reaches thousands of nibblers every weekday evening at six, through KEX.

In program after program, KEX proves that 50,000-watt coverage means more listeners per dollar. Want a big bite of this big market? Check KEX or Free & Peters for availabilities.

KEX

50,000 WATTS • ABC AFFILIATE

PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV; NBC Spot Sales

Disciple of Free Enterprise Caught in the Act

He sings the praises of the "Free Enterprise that the Founding Fathers farsightedly bequeathed us" — and practices what he preaches. Whether he's getting down to cold snacks in a midnight raid on the refrigerator, or unfreezing a hot news story in Washington, his prodigious appetite for facts is working full time.

Said Herbert Hoover: "In these days when our precious liberties are being menaced by the machinations of treacherous and faithless men who masquerade as 'liberals' and 'champions of the people,' his (Lewis') lucid, fearless, and exhaustive examinations of the vital issues of our time are of profound importance to all good Americans."

His lively 5-nights-a-week broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

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Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
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James Montagnes.

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• Reg. U. S. Patent Office

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"We consider money spent with WFAA over the last sixteen years one of our most fortunate investments."

FANT MILLING CO.*

James A. Fant

President

***NOW SPONSORING:**

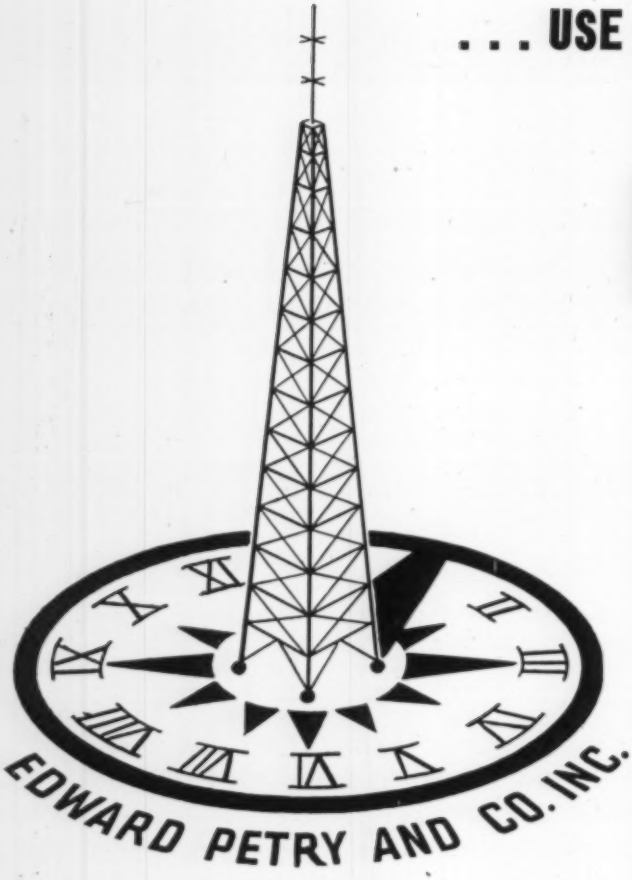
Saturday Night Shindig (since 1944)
Noonday News, Monday through Saturday (since 1938)

WFAA
and WFAA FM
Martin B. Campbell, General Manager
820 KC • NBC • 570 KC • ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
Represented Nationally by Edward Petry and Company

"ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE SPOT RADIO"



XUM

THE
SMILE THAT S-T-R-E-T-C-H-E-S
FROM COAST TO COAST

From Penobscot to San Luis Obispo, more than a few million good consumers are smiling that well-known Ipana smile.

Of quite a few reasons why they should buy Ipana, one of the best, we think, is the persuasive commercial spot that's taken to the air, via dozens of the country's leading stations.

If you have a product you want to start moving now —in the markets you select yourself—we'd like to recommend that you do what Ipana and a lot of other smart Spot advertisers do:

START YOUR MARKET-BY-MARKET THINKING WITH THIS BLUE CHIP LIST OF STATIONS. →

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

ON THE WASHINGTON SCREEN

THE TAILWAGGERS TELEVISION SHOW STARS "SINNER", A FRENCH POODLE AND "PANSY", AN ORDINARY CAT and is conducted by Bryson Rash and Marilynn Himes, President of The Tail Waggers Club of Washington. (Tuesdays, 7:30 p.m.) The guest list of the show includes a guppy (who gave birth to a school of guppies during the show), a famed chimpanzee named "Jimmie", and a "de-activated" skunk! Training courses for newly acquired pets, special breeds with background and history, and gadgets for animal owners are among the features. A pet is given away each week to the most deserving caller. Above, Marilynn and Bryson show off winners of recent city-wide "shaggy dog contest." (Tailwaggers received top rating in its time period on latest ARB Survey—Oct. 16-23.)

EVALYN TYNER, THE FIRST LADY OF THE PIANO, entertains televiewers every Tuesday evening at 10 with a delightful musical half hour from the beautiful Embassy Room of The Hotel Statler. The Times-Herald tabbed the show, "recommended viewing"—The Evening Star remarked "the fun of listening to Evalyn Tyner play a piano is considerable, of course, but is augmented when you can watch her, too." Variety Magazine said, "Miss Tyner is above criticism in her performance on the ivories . . . there is constant interest in her playing for the eyes as well as the ears."

AT HOME WITH THE HUNNICUTS is exactly where the TV audience is on Sunday evening at 7. A domestic comedy revolving around the small, humorous events found in every American home, the Hunnicuts (husband and wife in real life, too) combine hilarious situations with Mike's piano playing and the songs of both Mike and Polly in a quarter hour of very enjoyable televiewing. (Latest ARB Survey—Oct. 16-23—shows "The Hunnicuts" has the largest audience of any show at that hour!)

JIM GIBBONS IS THE BUSIEST AND THE MOST POPULAR SPORTSCASTER in Washington. He brings tv fans the boxing matches on Monday nites, the wrestling matches on Wednesday nites, and with Harry Wismer covers the Washington Redskins football games. His "Sports-Cartoon-A-Quiz" show on Wednesday nites is one of the longest continuously sponsored (by the same client) shows in television! Above Jim introduces Marlene Baur (left), one of America's top woman golfers, and her sister to viewers on his nightly (7:15) "Sports Reel" show.

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WMAL-FM

WASHINGTON, D. C.

Agencies

MARK BENNETT BYRON, for past four years advertising manager Yardley of London Inc., in New York, joins William Esty Co., N York, as a vice president. He operated his own advertising agency b fore the war. **MELVILLE BURKE,** stage and film director, joins Will Esty television department as staff director. His current assignment is *Colgate Theatre.*

J. KENNETH WHITE, formerly with Biow Co., New York, joins **LENNEN & MITCHELL,** New York, as account executive. Before joining Biow Co., he w with Federal Adv. and prior to that with McCann-Erickson. He specializ in drug and food accounts.

T. L. STROMBERGER, for past four years senior account executive for L Angeles office of West-Marquis Inc., named vice president. He has been advertising since 1929 and with West-Marquis since 1944.

Mr. Stromberge

WILFRED GUENTHER named president of Riesser-Guenther, Cincinnati. Agency has recently been incorporated.

ED LaGRAVE Jr. named radio director and account executive of Lessing Adv. Co., Des Moines. He had been account executive for past two years with R. H. Cary, Inc., same city, and was formerly manager of KUSD Vermillion, S. D., and announcer and continuity writer with KTRI Sioux City, Iowa.

KENNETH DUNNING, with Langhammer & Assoc., Omaha, since June, appointed art and production director for agency.

HARRY HOFFMAN, former advertising and sales promotion director for h Cameron Div., American Home Products Corp., organizes Hoffman Adv. I with offices at 100 W. 42nd St., New York. He will specialize in drug and ethi pharmaceutical accounts.

RICHARD E. GOEBEL, former executive in Seattle and San Francisco of of Ruthrauff & Ryan and recently associated with KOOL Phoenix, Ariz., a KLAS Las Vegas, Calif., joins Hiddleston, Evans & Merrill, Seattle, as v president and member of firm.

EILEEN HOWARD NOLAN, former copy supervisor at Grey Adv., New Yor joins copy staff of Robert W. Orr Assoc., also New York.

JERRY HILL, formerly sports director with KDYL and KDYL-TV Salt La City, joins Walter McCreery Inc. (formerly Smith, Bull & McCreery Adv. Beverly Hills, Calif., production and promotion staff.

MARSHALL WORCESTER becomes associate specializing in radio and T of Lewis Agency, Washington.

JERRY HINES resigns as account executive at KOL Seattle to join H. McGrath & Assoc., Seattle.

ROBERT PASCH, formerly with Buchanan Co., New York, joins copy depart ment of Kenyon & Eckhardt, New York.

INNIS BROMFIELD, formerly advertising manager of Morris Plan, San Fran cisco Finance Co., joins Foote, Cone & Belding, San Francisco, as copy chie effective Nov. 15.

PETER McGOVERN, publicist and former newspaperman, joins radio-TV publicity department of Young & Rubicam, New York.

ROBERT MIZE, formerly production manager of S. L. Kay Adv., San Francisco joins Garfield & Guild, San Francisco, in same capacity.

HOWARD L. CORDERY, former head of television department and executive producer for Nasht Productions, joins television department of Marschalk & Pratt Adv. Co., New York.

LOWE RUNKLE Co., Oklahoma City, elected to membership in American Assn. of Advertising Agencies.

JACK WYATT, radio and television director of Grey Adv., New York, is the father of a girl, Claudia Wyatt, born Oct. 27.

Address Changes: GEORGE C. McNUTT ADV. moves to 3031 Telegraph Ave. Oakland; telephone, OLympic 3-1841.

MAURICE G. VAUGHN, vice president in charges of Hollywood office of Zeder-Talbott, Inc., is the father of a boy.

Scranton

the Nation's 21st market, but that doesn't tell all...

Scranton

674,000 people who can buy your products

Scranton

a market you can cover with <u>one</u> station

Scranton

with evening Hooper-ratings of 72.0—afternoon 59.0—morning 56.6

WGBI

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

CBS Affiliate 910 KC 1000 watts day, 500 watts night

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Scranton

plus Wilkes-Barre...a good market to include in all your plans

For Profitable Selling
INVESTIGATE
WDEL
Wilmington, Del.
WGAL
Lancaster, Penna.
WKBO
Harrisburg, Penna.
WORK
York, Penna.
WRAW
Reading, Penna.
WEST
Easton, Penna.
NBC AFFILIATES
Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles
San Francisco
New York
Chicago
STEINMAN STATIONS

Feature of the Week

"LET'S get it first-hand," said Bill Burns to Herb Morrison, his newsroom mate at KQV Pittsburgh, as they read the Tuesday noon flash carrying first news of the worst airplane disaster in history (see crash coverage story this issue).

Mr. Morrison is an old hand at disaster coverage, having attained worldwide fame with his spontaneous description of the *Hindenberg* disaster May 7, 1937, as the zeppelin landed at Lakehurst, N. J. That recording is one of the most-played documentaries of all time.

A call to the Civil Aeronautics Board in Washington wound up at the desk of a government girl working in a building within easy eye-range of the crash scene. Mr. Morrison had a tape recorder turning as the eyewitness described what she saw from her office window, located right at National Airport.

She insisted at least 50 persons had perished in the crash though wire services were said to be estimating the dead at 10.

As soon as the conversation had ended, KQV cut into its 12:30-1 p.m. *Say It With Music* program with the tape-recorded telephone talk.

Herbert Morrison (l) and C. F. Nehlsen in 1937 NBC photo of network's recording of Hindenberg disaster.

* * *

According to KQV, the Pittsburgh United Press office listened to the broadcast and wired the Washington bureau that a KQV on-the-scene description had placed the dead at 50 instead of 10. The 50 figure was verified later in the day.

Thus Mr. Morrison has been involved professionally in two air disasters that have shocked the world. His *Hindenberg* recording, which ended in a broken-voiced sob, induced NBC to break for the first time its rule against use of recordings on the network. At that time Mr. Morrison was an announcer at WLS Chicago.

On All Accounts

IT CAN be said that Forrest Owen Jr., West Coast radio and television director for Wade Advertising, Hollywood, cleaned up in radio at the age of 15.

At that time in his life, while attending high school, Forrest was employed as janitor in the studios of WELL Battle Creek, Mich. Money was no object—as the $1 compensation will testify—he just wanted to get a toehold in radio, and perhaps be called upon to emit a station break once in a while. He admits, moreover, to using influence to get himself this position. His father, Forrest Flagg Owen, now WELL public relations director, was then commercial manager of the station.

Young Forrest's career at WELL was interrupted the following year, in 1937, when he left to enter Michigan State College, East Lansing. Book learning did not interfere with his radio ambitions for long, though. Forrest was made announcer for the school's 5,000 kw non-commercial station WKAR. In his senior year he was advanced to program director.

With graduation came the offer of an announcing job at WXYZ Detroit. After six months there he was given the title of night supervisor and a raise of $10 a week. In late 1942 an ulcer which seems to have been developed carefully in college, got the better of him and forced him into hospitalization and rest for the next four months.

Ready for work again, in 1943, Forrest joined WTOL Toledo as program director and announcer. The following year, he left to join a now defunct Toledo agency for the next six months, where he produced shows for Army camps in the midwest.

FORREST

In 1944 he went to Wade Adv., Chicago, as assistant producer. During the next two years there he directed the *Quiz Kids* and worked on the *National Barn Dance*. In 1946 he was called to the agency's Hollywood office to produce the *Lum 'n' Abner* show and supervise MBS *Queen for a Day* for Miles Labs (Alka-Seltzer). Currently Forrest produces the CBS *Curt Massey Show*, and supervises *Queen* in addition to Don Lee *Alka-Seltzer News* and CBS Pacific Coast *Fred Beck Show* which replaced *Lum 'n' Abner* in 1948. He also super-

(Continued on page 15)

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

KRNT

A Cowles Station

WCOP Boston, WNAX Sioux City—Yankton

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

•

Affiliated with the Des Moines Register & Tribune

Some interesting excerpts from a Sept. 26 editorial in the "Des Moines Register" about

THE KRNT OPERATION

"There is no city of comparable size in the country, as far as we know, that provides such diversified entertainment as the KRNT THEATER makes possible." . . . "The new managers (Cowles Broadcasting Co.) obviously thought of it not as a local theater but as an 'all-Iowa theater'." . . . "Well over half of its 4,000-plus capacity is taken up consistently by patrons from outside Polk county." "It is the cultural and entertainment field that gives the KRNT THEATER its real glamor and familiarity among Iowa people." . . . "The nation's first-rank stars and showmen put Des Moines on the 'road list' early and almost invariably." . . . "We think the folks who are running this 'show-place of Iowa' are doing a good and useful job."

The Station Promotes the Theater . . .
The Theater Promotes the Station . . . AND —

ALL IOWA LOOKS TO KRNT FOR ENTERTAINMENT—
Radio .. Stage .. Concert

The station with the fabulous personalities and the astronomical Hoopers

Cities Service TV

EDITOR, BROADCASTING:

This is to notify you that the Cities Service *Band of America* simultaneous television and radio program is continuing after four weeks experiment. The combination television and radio program Monday night at 9:30 p.m. seems to have made a distinct hit for the ear, and the eye and and ear. Certainly on last Monday night there could not have been a better television program; and Cities Service television commercials have received acclaim.

Merlin H. Aylesworth
Consultant
Cities Service Co.
New York

[EDITOR'S NOTE: Cities Service radio history as well as a description of the program's advent into television was described in a special feature in BROADCASTING, Oct. 17.]

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'PI' Scratch Pad

EDITOR, BROADCASTING:

"PI NETS A PROFIT"—

Our station eagerly waits for each copy of BROADCASTING and receives good information that helps us make more money and increase the listeners of our station. We always read the articles on PI deals with great interest, and after receiving bales of PI deals, our traffic department comes up with an idea of how to make money off PI promoters. It's very simple, but the only sure way we know—

Place each piece of copy in a dry, clean corner in a big box. When it is full, take it to your local printer and have him cut and gum into nice four by fives and eight by tens for scratch pads. To this box, designed for collecting paper for our scratch pads, we have added the reams of commercial news releases received from non-advertisers who run big contests and a million and one gimmicks to receive free publicity. We believe in selling from the rates cards, but we do appreciate the free paper, as we have found it valuable to our operation—so keep the mail rolling.

To see one of these pads, just send a letter to "Scratch"—that's S-C-R-A-T-C-H, Box 629, Baytown, Tex. Seriously speaking, we will send station managers a sample.

E. H. Keown
General Manager
KRCT Baytown, Tex.

* * *

Does 'Super Job'

EDITOR, BROADCASTING:

. . . Seems to be an appropriate time to assure you that I know of no other magazine or paper representing *any* specific industry doing a job so super as BROADCASTING.

Your strongest feature seems to be that you fairly represent, without fear or favor, the expression of all groups—the nets and non-affiliates—FM'ers and AM'ers—the mighty and the midgets. With such editorial policy, how can you fail?

Jim Gerrard
President and Comm. Mgr.
KRNO San Bernardino, Calif.

* * *

Carols, Too Early

EDITOR, BROADCASTING:

. . . I have just finished listening to someone singing "Silent Night" on the *Breakfast Club* program over ABC.

We have heard much criticism in the past about over-emphasis of the commercial aspects of Christmas. I think radio probably has done more to ruin the spirit of Christmas than any other medium through its mad competitive desire for everyone to beat the other fellow to the punch.

If we keep on singing Christmas carols earlier and earlier we probably will end up by starting them on Decoration Day or even before. Certainly program directors and music directors on radio should have better taste than to start Christmas carols two to three months before the day it is intended to celebrate. . . .

R. T. Mason
General Manager
WMRN Marion, Ohio

'Mr. Chips' to Radio

AFTER a quarter century of teaching at the U. of Cincinnati Evening College which won him the title of "Mr. Chips," Robert M. Fleming has resigned to give all his attention to radio work. During his long campus career, he taught public speaking, public relations and advertising. In his "goodbye," however, "Mr. Chips" set up a $1,000 scholarship to provide a $40 annual award to the male high school graduate who wishes to follow a commerce program in the Evening College. Mr. Fleming has devoted much of his time to radio work since 1938 and for several years has been a member of WCKY Cincinnati's sales staff.

ONLY ONE STATION **COVERS**
THE SOUTH BEND MARKET—
AND WHAT A MARKET!

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases last year.

You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Milestones

► For 17th consecutive year, the Canadian Broadcasting Corp., started *Northern Messenger Service* on Nov. 4, for Canadian and U. S. citizens in Canada's far north. Service originally started in 1926 by KDKA Pittsburgh, and now is carried by CBC 50 kw stations and shortwave stations half hour to one hour weekly. Messages from friends and relatives are sent to the men and women who live in Canada's sub-Arctic and Arctic regions beyond regular means of communication, many of whom are shut off from civilization the entire winter. Messages for people in the Arctic are received by CBC at Winnipeg, there edited for brevity, and recorded for use on CBW Winnipeg, CBK Watrous, CBX Edmonton, and CBA Sackville, as well as shortwave stations at Sackville.

► Mutual outlet, KDRO Sedalia, Mo., celebrated its tenth anniversary early last month with a studio party to which the public was invited.

► New Philadelphia radio record was reportedly established when the dramatic series, *Within Our Gates*, aired its 250th consecutive broadcast over WFIL Philadelphia Oct. 30. Program was selected by ABC for network broadcast during Brotherhood Week.

► Barbecue held late last month at the transmitter site of WPTF Raleigh, N. C., celebrated the admission of Howard Sugg, transmitter engineer, into the station's 20-year club. General manager R. H. Mason will be admitted into the club in December.

► WCCC Hartford, Conn., celebrated its second anniversary by airing a special program which featured interviews with key staff personnel and sponsors.

► Executives representing the sponsor, agency and WJZ New York congregated last month to celebrate the 15th anniversary of *Esso Reporter* broadcasts on WJZ. Mark Woods, president of ABC and Harry C. Marschalk, president of Marschalk & Pratt, Esso's agency, were among those present.

► Carl Berger, conductor of WWDC Washington's program *Your Government and Mine* marked 12 continuous years on the air Oct. 28. A government employee himself, Mr. Berger reports nightly on job information, departmental news, employe's organization and the comings and goings of important and "little" people in government service.

► The 50th anniversary of the founding of Portland, Ore.'s Musicians Mutual Association Local No. 99, AFL, was celebrated in cooperation with KGW and KOIN both Portland. Both stations aired half-hour shows commemorating the event, KGW's format being a birthday party, and KOIN using a "cavalcade" pattern. Local and staff musicians were featured by both stations on their shows.

NO 'mike fright' for Sportscaster George Faulder (l) of WMPS Memphis, who is giving this version of his play-by-play broadcasts of the Mississippi State football schedule to the sponsor, Walter Davis, of Davis Motors. The giant microphone, mounted on a jeepster, travels to all the games with Mr. Faulder.

On All Accounts

(Continued from page 12)

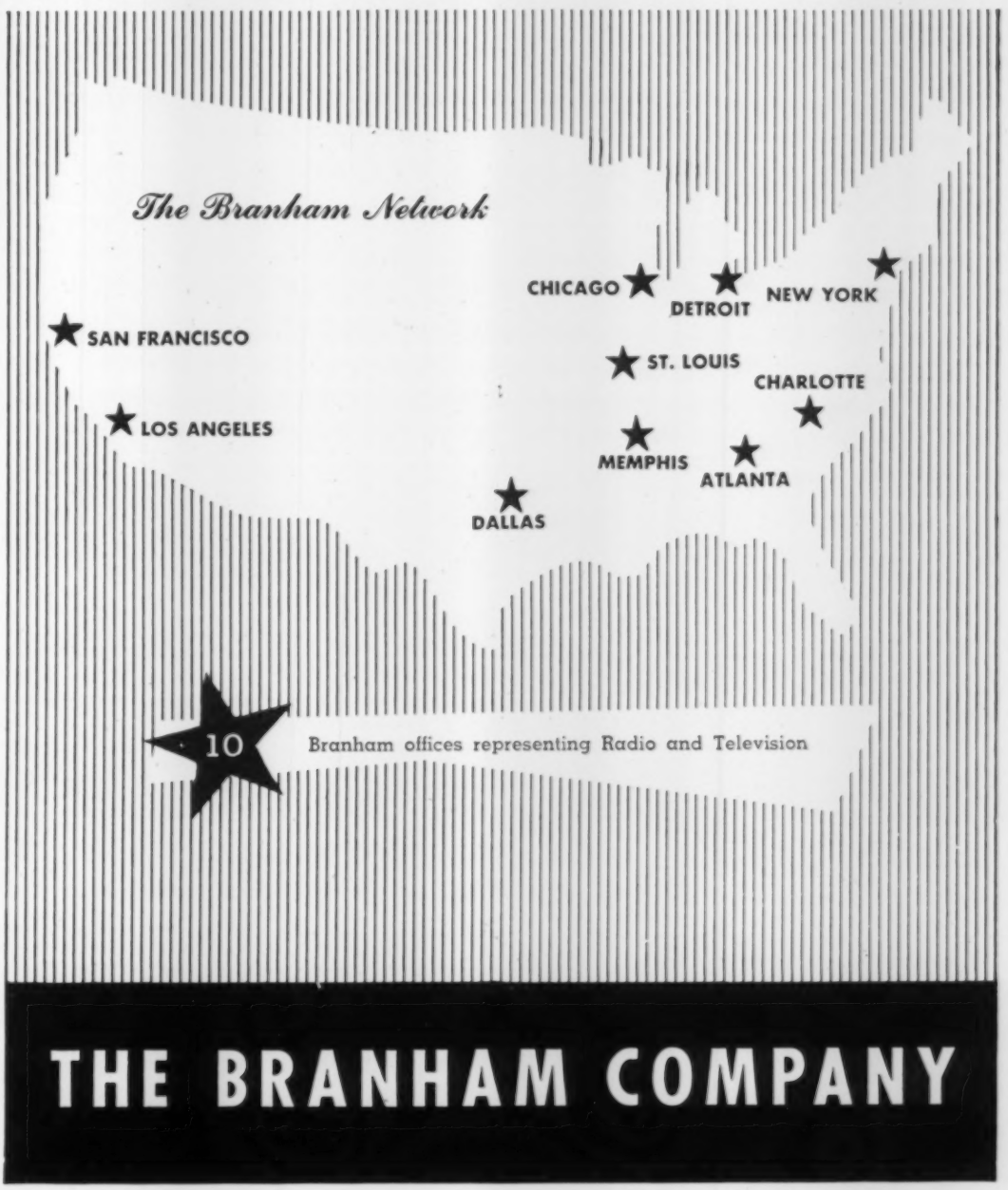
vises local radio and television accounts.

Forrest Owen Jr. was born in Philadelphia in 1918. Two years later the Owens moved to Libertyville, Ill., and when he was seven they made another and this time permanent move to Battle Creek.

In high school he made a name for himself in the swimming annals of the school, by winning, in his last year, the regional and state 100 yard breast stroke. He continued this success in college, where he had the freshman record for that achievement for a year. In his sophomore year, though, finding that he did not have time for both swimming and his radio work, he deserted the former.

In March 1946 Forrest and Mary Lee Greene cemented a five-week friendship with marriage. Since that year there have been two additions to the family, Kathy Lee, 2½, and Drusilla, 15 months.

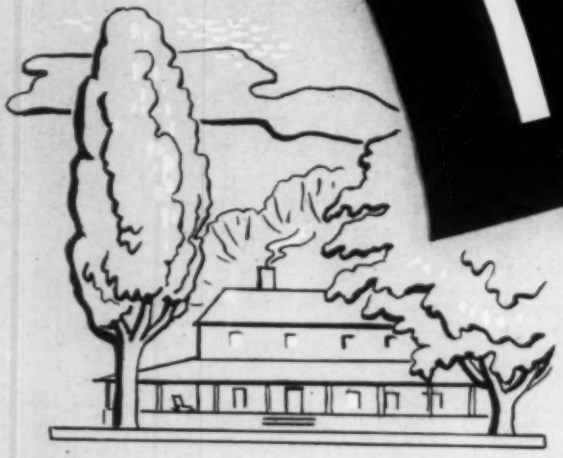
With radio as a fulltime job, Forrest still maintains swimming as a hobby. Loyalty to his school is reflected in the only club to which he belongs—the Michigan State College Alumni Board Club.



THE BRANHAM COMPANY

a cross-section of U

TESTimonials



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

XUM

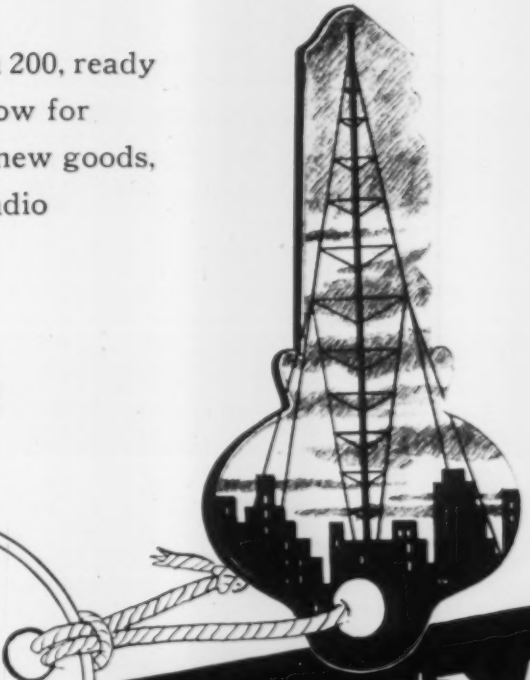
We think that practically everyone who has ever used WSM will write you a glowing testimonial about this station and its audience for selling purposes.

Big towns, little towns, and rural areas . . .
a cross section of USA, Inc.

A station that has earned, the hard way, the deep respect of its audience—millions of folks out there where our 50,000 watt clear-channel signal reaches.

A station with a staff of more than 200, ready to build you a network quality show for your selling job whether it be on new goods, new marketing plans, or a new radio program idea.

ASK US TO TELL YOU ALL



KEY TO SALES IN THE CENTRAL SOUTH

WSM
NASHVILLE

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Listen for the words "Transcribed by AMPEX" after the great shows in radio

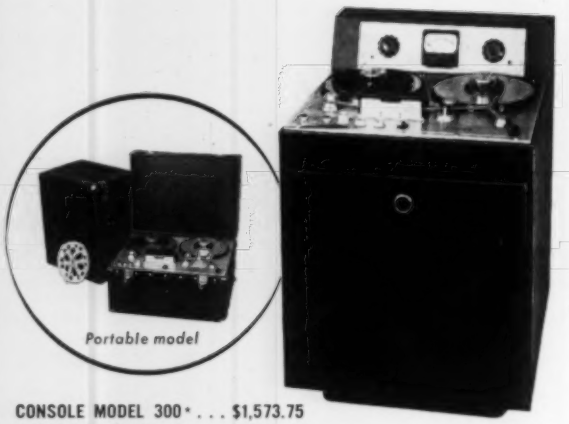
Here's how the *NEW*

Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation



CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
*Meter Panel Extra F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES ★ GRAYBAR ELECTRIC CO. Inc.
9028 Sunset Blvd., Hollywood 46, Calif. 420 Lexington Ave., New York 17, N. Y.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • PLaza 7-0780

New Business

TELE-TRONICS, Chicago, renews *Al Morgan Show*, Monday, 7:30 to 8 p.m. CST, on WGN-TV Chicago for 13 weeks through Jones-Frankel, Chicago. Show is fed to DuMont for sponsorship in other cities.

JO-ANN VINEYARDS, Fresno, Calif. (Jo-Ann Wines), appoints J. J. Weiner Adv. Co., San Francisco, for extensive national campaign. Radio will be used.

MILWAUKEE BOARD of REALTORS, Milwaukee, appoints Saxton Agency, that city, to plan and execute 12-month public relations and advertising campaign. Radio will be used.

SEALY Inc., Chicago (mattresses), appoints Olian Adv., that city, to handle its entire account. Olian has been servicing Sealy's Chicago operation, for which it developed *Calling All Detectives*.

ORANGE CRUSH Ltd., Toronto (soft drink) starts children's safety program twice weekly on seven Canadian stations. Agency is Harry E. Foster Adv. Ltd., Toronto.

Network Accounts • • •

LUDEN'S Inc., Reading, Pa., will sponsor 15 minutes of CBS hour-long musical quiz, *Sing It Again*, starting Nov. 26. Contract covers 10:45-11 p.m. portion of program, aired Saturday, 10-11 p.m., and was placed through J. M. Mathes Inc., New York.

MILLER BREWING Co., through its agency, Klau-Van Pietersom-Dunlap, both Milwaukee, renews for 26 weeks, effective Nov. 30, its ABC broadcasts of *Lawrence Welk High Life Review*. Program is aired Wednesday, 10-10:30 p.m.

B. F. GOODRICH Co., Akron, Ohio, adds seven stations to ABC-TV network line-up for *Celebrity Time*. Show is viewed Sunday, 10-10:30 p.m., on 21 stations. Agency: BBDO, New York.

CONTINENTAL BAKING Co., New York, renewing CBS *Grand Slam*, effective Nov. 21 for 52 weeks. Program aired Mon.-Fri., 11:30-11:45 a.m. Agency: Ted Bates & Co., New York.

Adpeople • • •

JAMES J. DELANEY, formerly vice president at Morey, Humm & Johnstone Inc., New York agency, appointed advertising manager of Sinclair Refining Co., also New York. Prior to his most recent post, he was account executive with McCann-Erickson Inc., and was for eight years assistant advertising manager of Cities Service Co.

WGY AND WRGB (TV) Schenectady, N. Y., plans for 1950 promotion and advertising are revealed to Robert B. Hanna Jr. (seated center), stations manager, by Eugene Weil (l), supervisor of sales. Conferring on the type and media to be used are (l to r): Seated—Mr. Weil; Howard Gardner, NBC Research head; Mr. Hanna and Jake Evans, promotion manager for NBC spot sales; standing—Ray Welpott, assistant stations manager; Dwight Van Avery and Miss Jeanne Weller of General Electric's Advertising and Publicity Dept.

RADIO STATION KTSA AM/FM

Joins the San Antonio Express and the SAN ANTONIO EVENING NEWS

A completely new KTSA is now on the air serving the great San Antonio and South Texas market. Under new ownership, its activities and facilities are now coordinated with those of two great metropolitan newspapers, The SAN ANTONIO EXPRESS and The SAN ANTONIO EVENING NEWS.

KTSA AM FM now occupies a unique position in the market itserves. The services and facilities that have made this station a San Antonio institution for more than 21 years are being broadened and improved.

Already, new power is being delivered from a new ultra-modern transmitter; new studios and business offices are now being completed in the Express Publishing Company Building; great new CBS network programs are now on the air; new, faster, and more complete coverage of the news is a vital part of the new KTSA AM FM programming, which includes new public service features and new local programs.

Exceptional new merchandising and promotion services are available to advertisers .... services that are based on a long and intimate knowledge of the South Texas market, and patterned to meet your special needs. Write us, or ask any Free and Peters representative.

5000 WATTS FULL TIME **KTSA** 550 kc AM...101.5 mc FM
SAN ANTONIO

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

It's even
bigger
than
bigger

Each time you look at radio it's bigger.
You turn your head away and before you turn
it back it's bigger than ever.[1]

Radio is bigger than anything—
bigger than magazines, bigger than newspapers,
bigger than both of them put together.

Yet in measuring the bigness of radio,
people still use obsolete yardsticks.
Yardsticks, for example, which compare
the circulation of a *whole* magazine with
the audience of a single network program.
(It's like saying my apple-tree is bigger
than your apple, as *Variety* recently put it.)[2]

Or take a yardstick like "cost-per-thousand
listeners." In radio a more realistic gauge
is "**cost-per-million.**" In radio there is
no such thing as only "a thousand" listeners.
(It's like using a ruler to measure the distance
between the stars.)[3]

Sometimes the only way you can tell anything
is bigger than anything is by discovering
that it's smaller. The cost of customers
delivered to advertisers in network radio
is smaller than in any other major medium.

And CBS is both bigger and smaller than
anything in radio—bigger because it delivers
more millions of listeners to advertisers
than any other network; smaller because
it does so at the "lowest **cost-per-million.**"

CBS

—*where 99,000,000 people gather every week*

The Columbia Broadcasting System

[1] People are buying radio sets at the rate of 650,000 a month!

[2] CBS reaches 34 million families each week! The country's largest magazine has a readership of about 15 million families per issue.

[3] CBS' "cost-per-million" actually delivered to advertisers comes to only $1670—or one customer for one-sixth of one cent!

XUM

RED SKELTON
AMOS 'N ANDY
BING CROSBY
ARTHUR GODFREY
JACK BENNY
GROUCHO MARX
BURNS AND ALLEN
EDGAR BERGEN
MY FRIEND IRMA
LUX RADIO THEATRE
HITCH YOUR ANTENNA TO THE STARS
Pulse points to star-studded WCAU — in Philadelphia.
For instance: Pulse showed WCAU with 136 daytime quarter-hour firsts in May-June★. Next station, 55. Pulse showed WCAU with 107 evening quarter-hour firsts. Next station, 33. Total: WCAU — 243. Next station — 88.
And again: Of the 10 most popular evening programs in May-June, Pulse showed WCAU with 7. And of the 10 most popular daytime programs, WCAU had 9.
All this, remember, is way back in May-June. Ancient history. For now WCAU, along with the CBS network, is carrying such additional stellar talent as: Edgar Bergen, Bing Crosby, Burns & Allen, Groucho Marx, Red Skelton — plus last year's favorites, Jack Benny, Amos 'n' Andy, Lux Radio Theatre, Arthur Godfrey and My Friend Irma. Now what's WCAU's Pulse going to be? It's going to reach an all-time high.
Just hitch your antenna to the stars!
★ May-June figures used to show regular programs rather than summer replacements. July-August Pulse equally flattering to WCAU.
WCAU
CBS AFFILIATE
AM
TV
FM
The Philadelphia Bulletin Stations

BROADCASTING
TELECASTING

Vol. 37, No. 19 WASHINGTON, D. C., NOVEMBER 7, 1949 $7.00 A YEAR—25¢ A COPY

FCC NETWORK REVIEW

Forecast by Temporary Licensing

By RUFUS CRATER

THE PROSPECT that FCC may move soon to buttress its network regulations was seen last week as the Commission put 11 owned stations of CBS, NBC and ABC on temporary licenses pending decisions on current studies [CLOSED CIRCUIT, Oct. 31].

The temporary license move, linked with FCC's present investigation of networks' spot representation activities and with the three-year-old Don Lee renewal cases, in the opinion of observers foreshadowed at least a careful Commission review of the current network rules.

The timing remained a matter of speculation, however. There seemed little likelihood of action before decisions are reached on both the Don Lee and the spot representation cases. The former is known to have been under active consideration in recent weeks; the latter is known not to have been.

One prospect was that the Commission will ask for a special appropriation in next year's budget to finance an overall investigation of relationship of networks with their affiliates and perhaps also with radio-related activities such as talent bureaus and recording companies.

Probe 'Badly Needed'

More than once FCC has made clear that it considers an investigation of this sort badly needed—particularly since the influx of new stations has given networks a choice of affiliates, and therefore a stronger bargaining position, in many markets.

"In the near future," FCC Chairman Wayne Coy told a House appropriations subcommittee last spring, "it will be necessary to examine more closely the rules governing the relations between networks and their affiliates, particularly in regard to the new FM and TV networks" [BROADCASTING, April 18].

A few weeks earlier FCC had gone on record in greater detail. In one of its exchanges with Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, the Commission said [BROADCASTING, Feb. 28]:

"No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to re-examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . .

"It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are needed in this field in order to protect against monopoly."

The Commission also labeled as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken via the network's owned stations.

One network rules change which has been suggested unofficially is extension of the affiliation term from two years to three. This proposal is based on the fact that the license term, which was two years when the network rules were drawn, has been lengthened to three.

Last week's move against ABC, CBS and NBC put their owned stations—those with licenses expiring Oct. 31—on temporaries until March 1, and further extensions unquestionably will be made if the Commission hasn't decided the key cases by then.

Key Cases

The key cases are both the Don Lee renewal proceeding and the spot representation probe, so far as ABC and NBC are concerned, and the spot representation question alone in Columbia's case.

The stations are:

CBS—WCBS New York, WCCO Minneapolis, WBBM Chicago, and KCBS San Francisco.

ABC—WJZ New York, WENR Chicago, and KGO San Francisco.

NBC—WNBC New York, WMAQ Chicago, KNBC San Francisco, and KOA Denver.

ABC replied to the move with this statement:

"We believe that when the FCC has had an opportunity to study all the facts that it will be shown that the operating relationships between ABC and its affiliated stations are in the public interest and are in accord with the communications law."

Neither CBS nor NBC commented. Nor did the National Assn. of Radio Station Representatives, whose protest against network representation of affiliates in the sale of spot advertising prompted the Commission's probe. The hearing was held almost a year ago [BROADCASTING, Dec. 6, 1948, Jan. 17].

NBC and ABC were told that questions had arisen, in connection with their relations with affiliates, which are similar to those in the long-pending case involving the renewal applications of stations owned by Don Lee Broadcasting System. Thus, FCC said, action on the NBC and ABC renewals must await the Don Lee as well as the spot representation decisions.

In ABC's case the "questions"

(Continued on page 80)

WORLD SERIES

7-Year Rights to MBS, Gillette

A MILLION-DOLLAR contract for radio rights to World Series and All-Star baseball games for the next seven years was announced today by MBS, Gillette Safety Razor Co., and A. B. (Happy) Chandler, commissioner of baseball.

At the same time Mutual and Gillette were granted the right to meet "any offer for television rights for next year which the commissioner may receive," it was announced.

The radio contract extends through 1956. Although the price paid for radio rights was not disclosed, it was reported to be about $1 million for the seven-year period.

A joint announcement of Mr. Chandler, MBS and Gillette said that radio and television rights sold since Mr. Chandler became commissioner in 1945 amounted to more than $2.5 million.

The contract was written in accord with policies announced a fortnight ago by the Justice Dept. [BROADCASTING, Oct. 31] when it reported it had called off its investigation of baseball.

The Justice Dept. said that revised policies of organized baseball required that any network buying rights to World Series or All Star games must make broadcasts or telecasts available, on a sustaining basis, "to any independent radio or television station serving an area inadequately served by the network or affiliated stations."

Extensive Coverage

The joint announcement of the new contract signing said that radio broadcasts of the games would be carried on more than 520 Mutual stations plus "some 200 auxiliary radio stations in the U. S. as well as in Hawaii, Alaska, Canada, Cuba and Latin American countries."

The announcement did not specify whether Gillette would buy time on the auxiliary stations. According to the Justice Dept. announcement two weeks ago, non-network stations which took the games on a sustaining basis would have to pay their own line charges.

The new contract supersedes one now in effect which would expire in 1951.

Mr. Chandler said that an unspecified part of the revenue from sale of the rights would be deposited in the baseball players Annuity and insurance plan adopted in 1947 by the club owners and the commissioner's office.

The announcement was made jointly by Mr. Chandler, Frank White, MBS president, and J. P. Spang Jr., president of Gillette.

The confinement of the seven-year contract to radio rights alone was regarded as a reflection of the changing pattern of broadcasting. Although Mr. Chandler was willing to make a long-term deal at a stated price for radio rights, he was plainly hesitant about pegging prices for television that far in the future.

It was recalled that in the recent World Series, the television rights were sold at a higher figure ($200,000) than that paid for radio ($175,000).

Obviously, it is Mr. Chandler's hope that television will produce

(Continued on page 43)

XUM

N. Y. ELECTION

Radio-TV Time Near $300,000

SIZZLING political campaigns in the New York area were ringing up time sales on station cash registers which may reach the $300,000 mark by election day tomorrow, according to a survey by BROADCASTING.

The volume of time purchases was said to exceed that of all previous political campaigns in the area except presidential races. Principally involved in the New York elections are a U. S. Senatorial seat and the mayoralty.

For many of the New York stations, political expenditures came as found money—little salesmanship being used to get the business. One station, WNEW, which does not accept such advertising, said it turned down $100,000 worth of such business, deciding instead to make 12 hours of time available on a free basis to all the parties.

The volume of the purchases caused a spread of political talk clear across the broadcast day.

Time itself was purchased carefully, according to the professional radiomen who were acting as advisers to the parties. Lloyd G. Whitebrook, account executive and vice president of Ben Sackheim Inc., agency for the democratic state committee, said he believed all the parties were making the "most intelligent use of radio and television in a political campaign in a long time."

Notes Adjacencies

Close attention was paid by the timebuyers to adjacencies and to programming on competing stations, he said.

As a result of reaction to radio and television impact in the campaign, he foresees even greater use of the media, with emphasis on increased television volume, in the 1950 New York gubernatorial race.

Those stations which made a special effort to get radio business found an almost bewildering multiplicity of purchasers to contact. Not only were the parties themselves spending money, but also a maze of committees created for the campaign. Thus, in the Lehman Senatorial race, for example, in addition to the Democratic State Committee buying time, there were such organizations as the Citizens Committee for Lehman ($30,000 in time, $15,000 in spots and $7,500 in TV) and Labor's League For Political Education ($6,000 time and $2,000 spots).

Up to the middle of last week, it was said, considerable sums still were to be allocated for the election. The BROADCASTING survey, as of that time, showed that New York City stations and New York State networks put together by CBS, ABC, MBS and NBC had billed in excess of $215,000. It was expected that in the last five days of the campaign the final figure for such expenditures would top $300,000.

Business written on the books by the middle of last week added up as follows for individual New York stations and New York state networks:

WBNX—Democrats, $1,592.75; Republicans, $1,702.00. Total, $3,294.75.

WEVD—Total, $6,000, two-thirds of which was spent on Jewish language broadcasts, the rest on Italian and other minority tongues.

WINS—Liberal Party for Newbold Morris (Mayor) and Herbert H. Lehman (U. S. Senator, Dem.), $250; Abe Stark (Brooklyn Borough President, Dem.), $1,187; Oren Root Jr. (Manhattan Borough President, Rep.-Fusion) Dinner Committee, $125.50; New York State Republicans, $697; Coordinating Committee Independent Democrats for Lehman, William O'Dwyer (mayor) and Robert F. Wagner Jr. (Manhattan Borough President), $212.50; Citizens Committee for Morris, $250; Bruce Bromley, (Assoc. Judge, Appeals Court, Rep.), $252; Joint Labor Committee, AFL-CIO for O'Dwyer (mayor) $2,662.50; Independent Citizens Committee, $960; John Foster Dulles (U. S. Senator, Rep.), $396. Total, $6,991.50.

WJZ—AFL-CIO Joint Labor Committee For O'Dwyer, $1,680; City-Wide Independent Citizens Committee For Lehman & O'Dwyer, $2,760; Citizens Committee For Morris, $4,560; Liberal Party For Lehman, $4,776; American Labor Party, $1,320; Harlem Election Committee For Benjamin Davis (City Council), $3,168; Democratic Committee of New Jersey For Elmer H. Wene (Gov., Dem.), $3,252; Republican Committee of New Jersey For Alfred E. Driscoll, $480; Independent Citizens Committee For O'Dwyer, $5,149; A. Harry Moore For Wene, $960. Total, $28,105.

WLIB—Dulles, $572; O'Dwyer, $741; Stark, $125; Morris. $250, and Lehman, $1,524. Total, $3,212.

WMCA—Stark, $4,585; Republicans, $3,948; American Labor Party, $5,746; Morris, $2,896; O'Dwyer, $5,358; Lehman, $2,258; Liberals, $1,232; Harlem Communist Parts, $3,696; miscellaneous, $1,520. Total, $31,239.

WMGM—Overall total report of $25,000 with no breakdown available.

WNBC—Independent Citizens Committee For O'Dwyer, Vincent R. Impellitteri (Council President, Dem.), & Lazarus Joseph (Comptroller, Dem.) 11 quarter hours, $5,000; Campaign Committee For Morris, Harry Uviller (Comptroller, $430, Rep.-Lib.-Fusion), & Matthew H. Diserio, (Council President, Rep.-Lib.-Fusion), 11 quarter hours, $4,800; Campaign Committee For Robert Wagner, 3 quarter hours, $1,200; Liberal Party, one quarter hour, $500; Independents Citizens Committee For Lehman, one quarter hour, $250; American Labor Party, four quarter hours, $1,800. Total, $13,550.

WNEW—No time sold in keeping with station policy. Station donated 12 hours in four weeks to candidates, claims to have refunded $100,000 worth of political advertising.

WOR—Liberal Party, $4,000; American Labor Party, $1,500; Republicans, $2,500; Democrats, $6,000; New Jersey Republicans, $5,000; New Jersey Democrats, $1,000; Brooklyn Democrats, $500; Brooklyn Republicans, $1,500; Total: $25,000 of which $2,000 said to be WOR's share of Mutual billings (see state network section).

WOV—While station does not solicit political advertising, it set aside some blocks of time during mornings, afternoons, and early evenings for those seeking to buy it. Overall total, for which no breakdown was forthcoming, $5,000 to $6,000.

WQXR—Campaign Committee For Morris, Uviller and Diserio, $1,576. Joint Labor Committee For O'Dwyer, $1,139; City-Wide Independents Citi-

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MORE NAB CHANGES?

Board Meets Nov. 15-17

NAB is likely to have its functions further overhauled when the board of directors meets Nov. 15-17 at Washington headquarters.

The board's fifth and final 1949 session will take up the job of streamlining the association where it left off last July, and at the same time review what has happened since that time.

A stack of problems will face the new directors, including such matters as BMB's future, if any; proposal to set up two vice presidencies between department heads and president; suggestions for regrouping of states into 12 instead of 17 districts; whether to move Broadcast Advertising Bureau outside NAB, as contemplated last summer; reduction of standing committee structure from 19 to 10; cut in committee membership from seven to five.

Also on the meeting slate will be the increasingly touchy NARBA situation, which has drawn stiff resolutions from several recent district meetings. Then there will be the usual financial matters and the task of reconciling NAB performance with the curtailed budget.

Three satellite sessions will precede the board meeting. The Finance Committee meets Nov. 13-14; Structure Committee and BAB Committee meet Nov. 14. Their work is interlocking as far as the whole streamling process is concerned. The Structure Committee made a preliminary study of the streamling progress at a late October meeting [BROADCASTING, Oct. 24].

Budget for '49

NAB's budget for 1949 was set at $774,000 at the November 1948 meeting, and increased another $50,000 in April to finance the new BAB. In July the board cut back the budget to $700,000 by eliminating the Program Dept. and otherwise revamping the operation. With this budget slice came a 12½% dues cut for stations, effective until the end of the year. The dues cut has been popular among members, judging by reaction at district meetings.

Harry M. Bitner Jr., WFBM Indianapolis, will attend his first board meeting next week. He was elected by the board to fill the vacancy created by the resignation of Harry Bannister, WWJ Detroit.

Possibility arises that two TV directors will sit with the board for the first time. The board has power to elect these at-large members under the by-laws as amended just a week ago, pending use of new mail procedure next year. Should the board elect the TV di-

(Continued on page 40)

Drawn for BROADCASTING by Sid Hix

"Is that an audition or is J. B. breaking in a new secretary?"

BLAZE SLOWS FCC

Space Will Be at Premium

A SERIES of explosions and fire in its major records-keeping sections threatened FCC last week with weeks and possibly months of reduced activity.

Officials after a two-day checkup reported relatively small loss of records in the blasts and blaze, which wrecked portions of two floors of FCC's Washington headquarters Tuesday morning without serious injury to personnel. But they conceded the full extent may not be known for weeks.

The Commission policy was "work as usual, so far as possible." Damage was estimated unofficially at $150,000.

The explosions and fire originated in the transformer and master switch room in an eighth-floor section of the New Post Office Dept. Bldg., near FCC's docket and license sections and broadcast reference rooms. The ceilings of seventh-floor offices along one corridor and parts of two others were crumpled by the blasts and the weight of water and debris, and partitions were knocked down. The damage was on the Pennsylvania Ave. side of the $11,700,000 building.

FCC Chairman Wayne Coy, directing the regrouping operation, said one long seventh-floor corridor would have to be rebuilt—a matter of months. Other portions of the seventh floor were put back into use Thursday.

The master key to the recovery program appeared to be the immediate habitability of the license section quarters, on the eighth floor. Authorities said they were hopeful these quarters could continue in use with little delay. With its countless file-packed rooms, reestablishment of this section in other quarters, possibly outside the Post Office building, would be a major operation.

Extent of Damage Uncertain

Detailed examination of files was expected to show considerable water damage. There was no way to know just how seriously this may impede activity.

Many records were blown out of the building but most were believed to have been recovered. Total or serious losses for the most part were confined to papers actually "in work"—those on desk-tops or office files being processed when the blasts and fire occurred. In many cases it was felt duplicates were available.

Law Bureau offices most seriously damaged included those of General Counsel Benedict P. Cottone and Assistant General Counsels Harry M. Plotkin, Max Goldman, and Harold Cohen. Temporary offices for them and others displaced along "lawyer's row" were being crowded into other quarters.

Papers scattered during the fire were being rounded up and sorted as rapidly as possible. But officials agreed it would be virtually impossible to tell whether such files were actually complete until they are taken out for processing.

Classified records—those not open to public inspection—were reported substantially intact. A guard was set up to keep watch over them in some instances. Comr. George E. Sterling is the Commission's security officer.

A few hearings slated for the day following the fire were cancelled temporarily, but there was no general postponement.

The mimeographing section, damaged by the explosion and blaze, was moved into other offices and the flow of releases was resumed Thursday afternoon. The rate at which decisions are announced will be controlled, of course, by the rate at which the Commission is able to act.

Though several persons were injured, authorities said none was hurt seriously. Walter S. Davis, head of the docket section, was admitted to a hospital for treatment of face wounds. Aaron Trail, building superintendent, was knocked down by an explosion and trapped in an eighth-floor room until rescued by firemen. Several firemen were injured.

Martin Levy, in the common carrier division of the Law Bureau, said he was working in a seventh-floor office with Bernard Strassburg, also of the Law Bureau, when the first explosion came.

Ceiling Caves In

"The whole ceiling fell in," he said. "I got down on the floor and the ceiling hit my shoulder, but then it stopped. It was apparently held up by the chairs and tables. I couldn't get the door open, so I broke out the glass to get out."

Both he and Mr. Strassburg were given first aid for hand cuts.

Employes in the building—some 3,000 counting those in the Post Office Dept. and Interstate Commerce Commission as well as FCC—all left in orderly fashion when the blasts began. A flickering of lights had indicated something was wrong, and a fire alarm preceded the heaviest of the explosions.

The first blast came about 9:58 a.m., a second at 10:12, and a third at 10:31. The fire was declared out at about 11:30. A crowd estimated at 30,000 lined the streets to watch the fire-fighting operation.

While an inquiry board was set up to investigate the fire, some FCC engineers advanced the belief that a short circuit might have caused the oil in which a transformer was immersed to become over-heated and explode.

When it became clear that no one had been seriously hurt, the inevitable gags began to be heard.

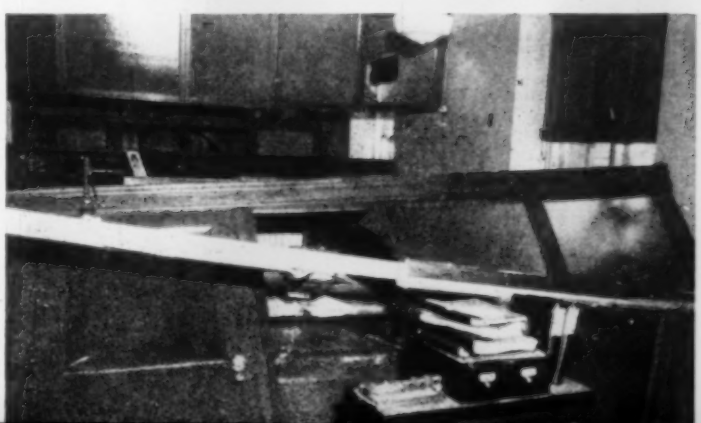
One wag, noting that the fire started near the television hearing records, attributed it to spontaneous combustion.

Another wit said he understood Chairman Coy notified Assistant General Counsel Plotkin that the ceiling had fallen on Mr. Plotkin's desk, and that Mr. Plotkin replied that it was no cause for alarm because everything else in the Commission was on his desk already.

Other stories said when FCC

(Continued on page 40)

FCC FIRE and explosion damage was still evident Wednesday after wreckers began clearing debris. Top left—Docket room on 8th floor opposite site of biggest blasts. Sally Blaine's docket index desk is in center. Top right—7th floor office of General Counsel Benedict P. Cottone, directly below 8th floor transformer unit which initially went amuck. Note scattered records loaded in box at lower left of picture. Lower left—Partitions lean into 7th floor office of Assistant General Counsel Harry Plotkin, head of Broadcast Division. Lower right—Common Carrier attorneys Barnard Strassburg and Martin Levy were at their desks when this ceiling fell in on 7th floor office, directly below large blast. Both suffered only minor scratches partly obtained in climbing through door after breaking glass to escape.



ABC BUDGET

Radio-TV Cutbacks Spread

ABC'S BUDGET parings which began a fortnight ago [BROADCASTING, Oct. 31] with severe reductions in sustaining television programming spread throughout the network last week.

The ultimate aim is to cut 10% off the radio operations and a whopping 20% from television. The belief of ABC management, it was reported, is that network television operations have been over-extended.

So great has been television's drain on ABC finances that the corporation showed a net loss of more than $40,000 in its first six months this year. Its financial report for the third quarter, which may show some improvement, will not be released for at least another week.

Perhaps because of news of the budget cut-backs, ABC stock, which had been experiencing a fairly even rise on the New York Stock Exchange [BROADCASTING, Oct. 24], not only steadied but fell off slightly in price.

Personnel reductions, amounting to perhaps 100 employes coast-to-coast, were begun last week. Four members of the network's sales department in New York, including Tom Fry, national sales director, were eliminated.

Nearly a score of staffers in the engineering department reportedly were let go. Although no other departments suffered so heavily, it was understood that more reductoins were in the wind.

J. Donald Wilson, vice president and network program director, was believed slated for reassignment or release. It was believed possible he would return to ABC's West Coast offices, where he was program manager before he went to New York. James Bixler, supervisor of announcing and night programs, was released.

The budget cuts were plainly intended to put ABC on a healthier financial basis than it has occupied earlier this year. It was pointed out that the network is committed to a heavy expansion program in television facilities and that operating expenses had to be reduced if realistic financial policies were to ensue.

Only a fortnight ago the network announced it had borrowed $600,000 from Mutual Life Insurance Co. to assist in financing the development of the network's Hollywood Television Center [BROADCASTING, Oct. 31]. Network spokesmen asserted that the loan had been in negotiation for several months.

The reports of budget cutting aroused speculation that Edward J. Noble, chairman of the ABC board, who controls a majority of ABC stock, was putting his corporation in order as a preliminary to reopened negotiations with 20th Century-Fox Film Corp., which some time ago expressed interest in buying the network.

This speculation was regarded as uninformed. BROADCASTING learned on competent authority that the film company has not resumed discussions with ABC. At the same time, however, a qualified informant said that an eventual revival of Fox interest in buying the network was by no means an impossibility.

The last negotiations were stalled on price. Whether, in view of decreased earnings since that time, the asking price for ABC had or would be lowered, was a question which presumably might interest the film company.

MAKING plans for helping the Boy Scouts of Greater New York in their 1950 finance drive are (l to r): Front row—Scout Ernest Lorch of Troop 518, Manhattan; Thomas Revere, radio production chief of Biow Co. and chairman of the Scouts Radio Broadcasting Committee, and Marion Harper Jr., president of McCann-Erickson Inc. and chairman of the Scouts Advertising and Publishing Div.; back row—Arthur J. Kemp, vice president of McCann-Erickson and vice chairman of the Advertising and Publishing Div.; Robert Saudek, vice president of ABC and vice chairman of the Radio Broadcasting Committee.

GREENSPOT TESTS

Sponsors Three Shows in West

GREENSPOT Beverage Inc., Los Angeles (orangeade), Nov. 2 started a test campaign via sponsorship of three Western regional network shows.

The firm is sponsoring two weekly quarter-hours of *Suprise Package*, Tuesday, Thursday (2-2:15 p.m. PST), and five minutes weekly of *Detective of the Week*, Wednesday, (8:25-8:30 p.m.) both on 14 ABC stations in California, Nevada and Arizona for 13 weeks. It also is backing five quarter-hours weekly of *Ladies First*, Monday through Friday, alternating in 11-11:30 a.m. period on 24 Don Lee Network stations in same area for six weeks. Agency is Philip Meany Co., Los Angeles.

Heet Buys Spots

HEET Div. of Demert & Dougherty, Chicago, for Heet gas line anti-freeze, will sponsor radio and television spots in 40 northern U. S. markets starting this month. Firm is doubling its advertising budget this winter. Agency is Ruthrauff & Ryan, Chicago.

FORD ACCOUNT

JWT, Field Agents Confer

A MEETING of field representatives, who service the Ford Dealer advertising account in various section of the country, and key personnel on the Ford account of J. Walter Thompson Co., was held in the agency's New York and Detroit offices last week to discuss 1950 advertising plans. Discussions were lead by experts from the agency's media, research, radio, motion picture, creative and planning groups.

JWT executives who attended the meetings included: O'Neill Ryan, Henry Flower, William Griffin, Winfield Taylor, Wallace Elton, Joseph Stone, Norman Strouse, George Richardson, John Resser, Wilfred Howard, Walter Gross, Burns Cody, Frank Savage and Frank Babcock.

CBS INCOME

1949 Gross Now $74 million

CBS gross income for the first 39 weeks of 1949 was $74,607,071 as compared to $70,904,806 during the similar 1948 period, it was reported Wednesday following a meeting of the network's board. The board also declared a cash dividend of 35 cents per share on Class A and Class B stock, payable Dec. 2 to stockholders of record as of Nov. 18.

Although the CBS gross income was up for the period, earnings were down. Net income was $2,003,812 as against $3,010,446 for the nine-month period of 1948. Earnings per share were $1.17 for the first nine months this year as against $1.75 for the comparable 1948 period.

The consolidated income statement of CBS and its domestic subsidiaries follows:

	Nine Months Ending October 1, 1949 (39 Weeks)		October 2, 1948 (39 Weeks)
Gross income from sale of facilities, talent, lines, records, etc.		$74,607,071	$70,904,806
Less: Time discount and agency commissions, record returns, allowances and discounts		21,909,967	20,369,617
		$52,697,104	$50,535,189
Deduct:			
Operating expenses and cost of goods sold	$35,002,578	$33,479,371	
Selling, general and administrative expenses	12,850,207	11,737,368	
Provision for depreciation and amortization of fixed assets	968,681	808,128	
Total		48,821,466	46,024,867
		$ 3,875,638	$ 4,510,322
Miscellaneous income, less miscellaneous deductions		$ 71,826*	$ 398,124
Income before federal income taxes		$ 3,803,812	$ 4,908,446
Provision for federal income taxes		1,800,000	1,898,000
NET INCOME FOR PERIOD		$ 2,003,812	$ 3,010,446
Earnings per Share		$1.17	$1.75

(Calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of October 1, 1949)

* Deficit.

EFFECTIVE NEWSCASTS

A Newspaper Man Views Radio

By E. Z. DIMITMAN

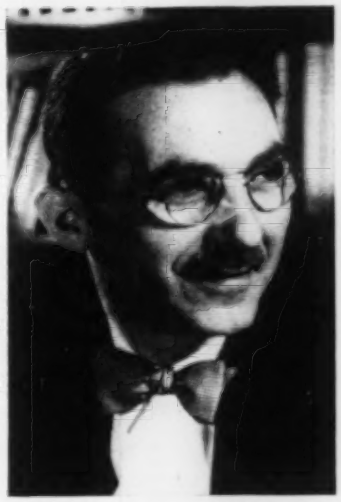
THIS is strictly a case of a newspaperman rushing in where radio men fear to tread.

I am a newspaper man. I know nothing about radio and its problems. For years I just listened—mostly to news. During the past year, however, I have had occasion to read, study and analyze several thousand radio news scripts of several radio stations in metropolitan areas. As a check, I listened to newscasts of many stations, large and small, in other metropolitan areas—New York, Chicago and Washington.

The scripts I read and the newscasts I heard—to my newstrained mind—lacked a distinctive character, an unspoken but present "listen to me tomorrow again, please" appeal.

One newscast sounds very much like another—the same news that comes over the wires of the press associations, plus an occasional local item or two, possibly clipped from the hometown newspapers.

The above refers to newscasts originating in the newsrooms of local stations. The newscasts of the networks, almost without exception, are excellent in every way and each is identified by special features. The network news presentations compare favorably with the news presentations of our better newspapers.



Mr. DIMITMAN

* * *

Some of the local stations (as the best example, the NBC outlet in Chicago, WMAQ) produce newscasts that are informative and bright, that show originality and thought in preparation, and include some unusual feature to give them character and distinction. Such stations, I am afraid, are in the minority.

I wonder how many station owners or managers have taken the time and effort, in recent years, to study what goes out over the air from their news rooms from three to as many as a dozen times a day. I don't mean to listen to a cast now and then, to glance through one day's scripts. Read three or four weeks scripts; listen to ALL the newscasts for a week.

Study Worthwhile

From my own experience I am certain it would be well worthwhile for top executives to make such studies, or have them made.

While television is groping with the difficult and not-yet-solved problem of creating and producing an adequate, interesting and up-to-the-minute news program, at something resembling a reasonable cost, local radio news, if it will, can make friends for itself who will not be easy to switch to television for news.

Without going into detail of what seem to me to be the serious shortcomings of most newscasts, I would like to offer for consideration a few thoughts.

First, a common denominator:

A station's newscasts should be so planned that a listener will come to know that on a specified cast, at a certain hour, every day, he can expect an added feature of particular interest to him (or her).

Each newscast period should have such a special feature or added value to which a listener can look forward—giving the cast a continuity value and providing a peg for promotion.

One newscast can be specifically designed for business men by devoting three to five minutes of the cast to a review of the business and financial news of the day, plus the stories of the day that would be of special interest to businessmen.

Another might be aimed at the housewife, with a portion of the program devoted to food—what foods are seasonally abundant and low priced in the community that day; an unusual recipe suited to the weather and the available low cost food. And, of course, a careful selection of news stories of particular interest to the homemaker.

Another, at a proper hour could

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NOW freelancing as radio news content analyst and newspaper consultant, Mr. Dimitman has been actively engaged in newspaper work since 1920. Among his many journalistic jobs, he has been executive editor of both the *Philadelphia Inquirer* and the *Chicago Sun*. In analyzing radio news, Mr. Dimitman has made thorough studies of the newscasts of KMPC Los Angeles and WJR Detroit. In these two tasks he read, studied and analyzed more than 2,500 news scripts totalling well over 4 million words. Here Mr. Dimitman gives a constructive criticism of radio newscasts, offering his suggestions for improvement.

NARND MEET

To Feature Noted Speakers Panels, Business Talks

BUSINESS sessions and panel discussions will be held each of the three days during the convention of the National Assn. of Radio News Directors to be held Nov. 11-13 at the Commodore Hotel, New York, it was announced last week.

Also on the convention agenda are addresses by Gen. Omar N. Bradley, Chairman of the Joint Chiefs of Staff; Justin Miller, NAB President; Benjamin Cohen, Assistant Secretary General in charge of Information at the United Nations; Edward R. Murrow, CBS commentator, and Erwin D. Canham, editor of the *Christian Science Monitor*.

Although the convention does not open until Friday, Nov. 11, a pre-meeting tour of the UN has been arranged for the day before, Thursday, Nov. 10. A pre-convention cocktail party will be given by Carl Byoir Assoc. at the Commodore Thursday evening.

The agenda:

Friday: 9 a.m., registration; 10-11:30 a.m. business sessions; 11:30 a.m., Judge Miller's address; 2 p.m. address by Mr. Cohen; 2:15 p.m. address by Mr. Canham; 3 p.m., talk by Robert K. Richards, director of public relations of the NAB, on the Voice of Democracy contest; 3:15-5 p.m., panel discussion of "Disaster Preparedness" with John Bills, WQAM Miami, as chairman, and Bruce Barrington, KXOK St. Louis; Jack Beck, CBS Pacific Coast news director; Morgan Beatty, NBC newscaster, and news executives of the four networks as participants. From 5 to 7 p.m. Friday, International News Service will be host at a cocktail party at Toots Shor's restaurant.

Saturday: 9:30 a.m. to 12:30 p.m., panel discussion on television news under the chairmanship of Adolph Schneider, NBC director of television news and special events—(Members of the panel will be announced later); 1:30-3:30 p.m., business session; 3:30 p.m., panel on "Profitability of Radio News Rooms" under the chairmanship of Wilton Cobb, manager of WMAZ Macon, Ga., with Bill Krueger, KDAL Duluth; Orrin Melton, KSOO Sioux Falls, S. D., and Bill Warrick, WJOB Hammond, Ind., among the participants.

United Press will provide cocktails at the Commodore Saturday evening. General Bradley and Mr. Murrow will address the annual banquet Saturday night. General Bradley also will submit to questioning, according to Jack Shelley, news manager of WHO Des Moines, who is program chairman of NARND.

Sunday: 10 a.m. to 12 noon, a discussion of "What Will Television Do to News Broadcasts?" will be held. Principal participants in that will be Elmer Davis, ABC newscaster, and Charles Hull Wolfe, of McCann-Erickson, New York. A business session will be held 12-12:30 p.m., concluding the convention.

CHARRED embers (left) depict wholesale damage wrought by an estimated $50,000 fire at the studios of WASK Lafayette, Ind., Oct. 22 [BROADCASTING, Oct. 31]. Firemen fight flames (right) at the Wallace Bldg. which housed the newly-built WASK six-studio suite on the top floor. Station returned to air that afternoon with a broadcast of the Purdue-Illinois game using two old studios in a portion of the building not as badly-damaged and new equipment rushed from Gates Radio Corp. manufacturing plant in Quincy, Ill.

'County Fair' . . . . . .

By HAL DAVIS

PHOEBE will be the only heifer in my life.

Svelte, sparkling, and weighing 375 pounds, Phoebe was lifted to fame and fortune on the strong muscles of a 17-year-old farm boy, Allen La Fever. At the same time, the radio industry and the public became conscious of a show called *County Fair*, the vehicle on which Allen's exploits with Phoebe were conveyed to a panting world.

County Fair had come under the Borden banner in July, 1945, through Kenyon & Eckhardt's radio department. It was smuggled into program schedules via ABC, with little fanfare. But faith in the idea of the show kept it going through the painful early stages of development.

When the show moved to New York from Hollywood, and went evening, during the winter of 1945, the program staff came up with a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow. And when Allen La Fever first lifted Phoebe, his Jersey heifer, on the ABC stage, it became apparent that this stunt was one of the naturals for which many dream and few are delivered.

Basically, *County Fair* was not intended as a giveaway or a standard audience participation show. *County Fair* was intended to duplicate the rumpus acts and family entertainment of the standard product so familiar the country over. When the idea of "running stunts" hit the program producers, however, *County Fair* began to exert real impact.

HAL DAVIS, publicity director and member of the Plans Board, has been with Kenyon & Eckhardt, New York, since October, 1945. Before joining the agency Mr. Davis was in the Navy for three and a half years as First Class Petty Officer. Prior to that he was a partner of Davis-Lieber, publicity firm with such clients as Paul Whiteman, Benny Goodman etc. Before that he was publicity director of Columbia Records and with the CBS publicity department.

Mr. Davis headed his own orchestra at one time. He is currently conducting a children's show called "For Children Only" on WMGM New York, in addition to his K & E activities.

* * *

MORE than four years after its introduction, *County Fair* has shown remarkable selling and audience power. Commercially, it has sold Borden's Instant Coffee, all types of Borden cheeses, None Such Mince Meat, Silver Cow Evaporated Milk, Eagle Brand Condensed Milk, Borden's Fluid Milk, Hemo, Lady Borden Ice Cream, Borden's Ice Cream, Vam Pros and Ration Ayd.

Sponsor identification on the program has always been extremely high. Many at the agency and client feel that not promoting merchandise for prizes has helped in this respect. *County Fair* was the first, and probably the only, show of its type to buy all its prizes. Occasionally, one is promoted for a special occasion, but in the last three years, the only brand name on the show has been that of Borden.

One of the things which we like about the program is its departures into the realm of satire; especially concerning radio. With full knowledge of Fred Allen's reputation in that department, we submit that *County Fair* began ribbing giveaways before Mr. Allen, poked fun at many radio eccentricities just as effectively and topically as Mr. Allen, and, in addition, never lost its sense of humor about itself, as seems to have happened to Mr. Allen.

To be really effective, a radio show must sink into the consciousness of the client's field force. One of *County Fair's* strong points is the hold it has on the Borden organization in the field. When the show takes to the road, the local field force welcomes its coming with sincere hosannas.

Every time the show goes out, it is hooked into a special promotion.

A teenage promotion, with newspaper cooperation, is set up in each city. Additionally, a pattern for promotion has been worked out which seems to fit in each case.

A great deal of the publicity success of *County Fair* has been due to the co-operation of its producers. Arthur Moore, who had

NINE thousand persons attended the *County Fair* broadcast from the Coliseum at the International Dairy Exposition in Indianapolis, Ind., last month. These Borden officials and advertising executives met during the program: (l to r) Jim Henry, director Borden producer relations; Leonard Tamblyn, manager of Borden's Indiana Division; Dwight Mills, president, Kenyon & Eckhardt Inc., and John Bates, K&E Borden account executive.

Borden's Show Format Clicks Since 1945

the show when it first came to New York, and Leonard Carlton, his successor, have been the kind of producers all publicity men ask for when they make requests to Valhalla. Many stunts have been worked out together with publicity and promotion key factors in their adoption. That kind of close teamwork is much better for our purposes than the fait accompli which is so often placed in the lap of the publicity department.

The long line of *County Fair* stunts, including the flight of the calves to Greece, teaching an old dog new tricks, punching out of a paper bag, the chickens which laid eggs during the program, "Junior Achievement" County Fairs, Return the Book Weeks, hot cakes selling like hot cakes, The Sleeping Man, "Champion of the Year" and the most recent "Making a Mountain out of a Mole Hill", stand up against the most expensive and complicated affairs conceived by competitive shows. The *County Fair* budget has always been modest, which is a wonderful incentive for creative thinking.

* * *

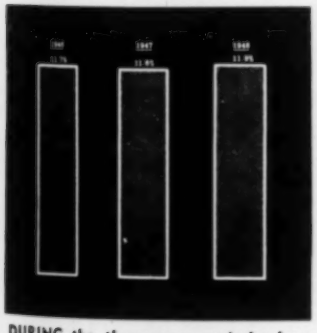
RATING-WISE, *County Fair* piled up sound Hoopers during its Saturday afternoon runs, dollar value Hoopers on Wednesday evenings against Duffy and Berle, and is now back climbing again at a later time on Saturday afternoon. Nielsen-wise, the story is most impressive. Consistently in the top Nielsen brackets, the show has had an amazing record.

The prime basis of our *County Fair* success, I believe, has been the affection and regard held by all concerned with the show. With sublime disregard for back patting, more understanding clients than Stu Peabody and Henry Schachte of Borden are not to be found.

Herb Landon and myself, who have lived with the show since its infancy, feel *County Fair* is a good luck charm. It's our baby, our favorite, and our most challenging problem. Producer Len Carlton, writer Bob Quigley, emcee Win Elliot, man-of-many-abilities Bill Becher, maestro Bill Gale and all the rest of the cast consider *County Fair* labor of love rather than a meal ticket.

That feeling is the reason *County Fair* is steaming along after four and a half years of continual broadcasting. It's the reason we think *County Fair* is a different kettle of fish than most other radio shows.

It just goes to prove that true love is commercial.



DURING the three-year period when the program was at a uniform time period—Saturday daytime—it consistently reached better than 10 out of every 100 homes per week. The 11.7% figure for 1946 decreased to 11.6% for 1947, but increased to 11.8% in 1948.
—Chart by Kenyon Research Inc.

STUNTS, awards, feats of strength and many, many other features have highlighted Borden's *County Fair*. A few of the most notable—

* * *

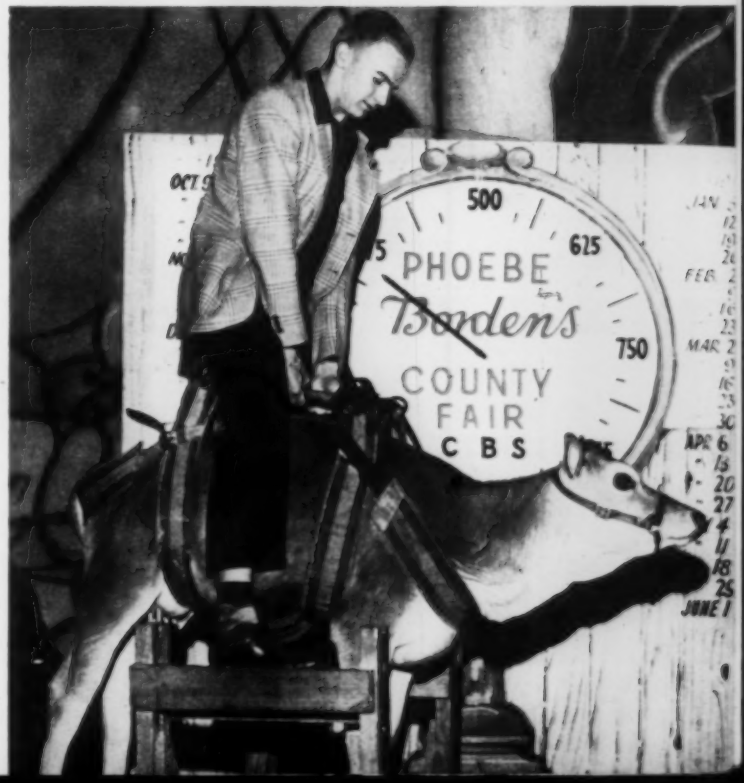
Picture 1—Bobby Feller, famous Cleveland Indians pitcher, comes out laughing after having failed to punch his way out of the *County Fair* paper bag.

* * *

Picture 2—Contestant of the Year competition brought together four winners of big jackpots of $25,000 or more. Winner James McCaffrey is crowned and received $1,000 prize which he donated to charity.

* * *

Picture 3—Probable high-spot of *County Fair* came when 17-year-old Allen La Fever lifted Phoebe the 375-lb. heifer. Allen's stunt was a modified version of a Greek legend about a farm boy who lifted a calf until it became a cow.



XUM

C. E. HOOPER, president of C. E. Hooper Inc., told the Washington, D. C., advertising Club Oct. 25 that broadcasters should unite in a solid front to promote joint use of radio and TV and adopt a single method of measuring the growing broadcast audience. Mr. Hooper (l) discusses a point with (l to r) Earl Gammons, CBS Washington v. p.; Ben Strouse, WWDC gen. mgr.; Phil Hoffman, WOL gen. mgr., and Bill Sigmund of Henry J. Kaufman & Assoc., all of Washington.

AT OPENING of *Catholic News* show on WASH (FM) Washington (Friday, 4:45-5 p.m.), sponsored by *The Catholic Review*, are (l to r) The Rev. John Sinnott Martin, *Review* editor; Larry Carl, then WASH prog. dir.; Everett L. Dillard, WASH pres.; Rev. Milton A. Schellenberg, commentator.

CHIEF Engr. Alan Cormack (l), KCBS San Francisco, demonstrates relay system of new master switching equipment to Arthur Hull Hayes, CBS v. p. in San Francisco and KCBS gen. mgr. Equipment is part of plans for the KCBS audio equipment construction project [BROADCASTING, Oct. 24].

WALTER KIERNAN (2d l) observes his 25th year as newspaperman and his sixth in radio and also is wished well on his new five-times-weekly, midday ABC series with Philip Morris & Co. Ltd (cigarettes) which started sponsoring the program Oct. 24. Celebrating the three events in New York are (l to r) Ray Jones, Philip Morris v.p. in charge of sales; Mr. Kiernan; Mark Woods, ABC pres., and Pat Gorman, director of advertising for Philip Morris.

SPECIAL broadcast inaugurated new 550-ft. vertical radiator antenna of KNBC San Francisco Oct. 24. Gathered around the microphone are (l to r) KNBC Chief Announcer Hal Wolf; John W. Elwood, gen. mgr.; Natalie Masters, star of NBC Western network *Candy Mason* program, and News Commentator Bob Letts. According to Mr. Elwood, the antenna adds approximately 10,000 square miles to area in which KNBC can be heard.

CAPITAL DISASTERS COVERED

Radio, TV Record Air Crash, FCC Fire

RADIO and television were there last Tuesday—at the scene of the worst aviation disaster in U. S. history—to record the Eastern Air Lines DC-4 and the P-38 fighter crash that snuffed out 55 lives at Washington, D. C.'s, National Airport.

Using radio's far-reaching ear and TV's penetrating eye, local broadcasting officials channeled the reports directly from the scene to listeners and televiewers in an exemplary fashion.

Typical of the reports received by BROADCASTING were these:

News tips and fast action spurred NBC Washington newsmen who were covering the double explosion and fire in the Post Office Bldg. which houses FCC offices (see separate story). A WRC-WNBW (TV)-NBC listener tipped off the station on the airport crash. The report was aired on WRC's 12 noon *Esso Reporter* before two of the three major wire services had flashed bulletins. Subsequent news reports and programs were carried periodically throughout the afternoon.

Television also carried reports including Dave Brinkley's eyewitness interview on WNBW's *Television Journal;* NBC network films on the *Camel News Caravan* and Commentator Robert McCormick's report, and WNBW's local newsreel film coverage.

Gets Blood Donors

Radio drew emergency blood donations for the Red Cross Blood Center. One news bulletin aired on WRC at 12:55 p.m. proved so productive that, 25 minutes later, district officials asked WRC not to repeat the appeal.

After first reports of the crash came in, Stephen Laird, WTOP-CBS newsman, used a battery-operated Minitape to obtain eyewitness accounts. WTOP aired and fed to the network a 15-minute show at 3.30 p.m., which was repeated at 10:30 p.m. Charles Collingwood and Allan Jackson opened with commentaries, then the program switched to WTOP studios for Mr. Laird's previously-made recordings. Commentator Bill Shadel read the list of victims.

ABC was on the scene with tape-recorded eye-witness accounts by Harold Stepler, chief announcer at WMAL, network's Washington outlet, and Baxter Ward. Their 15-minute recording was interspersed in a 26-minute program aired locally at 3 p.m., with news reports before and after. In addition, a portion of the tape was aired on Taylor Grant's 7 p.m. *Headline Edition.*

WOL used recorded telephone interviews with eye-witnesses for its local and MBS network broadcasts, a segment of which was heard on the *Mutual Newsreel.* Feature of its network coverage at 10 p.m. was Joe McCaffrey's account of his talk with the Bolivian ambassador dealing with background on Mr. Bidoux, the Bolivian P-38 pilot and lone survivor.

WWDC, independent outlet, was one station that happened to be there—at the airport. It was preparing for its regularly-scheduled giveaway program, *The Sky-Clubbers,* aired from the airport at 12:15 p.m., but devoted the period to interviews by Lee Dayton, program m. c.

As an aftermath of the fatal crash, WMAL-ABC reported that many radio listeners were waiting to hear famed *New Yorker* cartoonist, Helen Hokinson on Ruth Crane's *Modern Woman* program, aired daily 11:30 a.m.-12:15 p.m. Miss Hokinson, one of the victims, was to appear on the show.

On her program, Miss Crane speculated on the progress of the plane after announcing Miss Hokinson would be her guest. A few minutes later she and her listeners learned of the crash.

The aviation crackup, coupled with the fire at FFC, kept Washington newsmen hustling because of the close time proximity of the two incidents.

At WRC-NBC Jay Royen, NBC Washington news chief, spotted the Post Office fire and telephoned Cassius Keller, special events director. Broadcasts soon followed. Newsreel pictures of the blaze were telecast on both WNBW's *Television Journal* and NBC's *Camel News Caravan.*

WTOP-CBS carried the fire flash at 10:30 a.m. Newsman Claude Mahoney was at the scene. WTOP's studios are located in the Warner Bldg.—some two blocks distance from the Post Office Bldg.

Z. C. BARNES

Is Calkens & Holden Partner

Z. C. (Jess) BARNES, who recently resigned as vice president in charge of sales for Mutual, has been named a partner in Calkens & Holden, New York advertising agency.

Mr. Barnes

Mr. Barnes had been associated with the network since 1943. Before that he was a vice president with The Outdoor Advertising Inc. for 11 years.

He becomes a fourth partner in the agency. Others are J. Sherwood Smith, president, Rene Clarke, vice president and R. P. Clayberger, secretary and treasurer. Mr. Barnes plans to vacation in the South until he takes up his new duties on Jan. 1, 1950.

DEEP in conversation at NAB District 1 meeting in Boston are (l to r): E. E. Hill, executive vice president, WTAG Worcester; Carter Knight, commercial manager, WEIM Fitchburg, Mass.; Bertha Bannan, station representative, Boston; George H. Jaspert, station manager, WCCM Lawrence, Mass., and Harold E. Fellows, general manager, WEEI Boston and District 1 director.

AIRING all viewpoints in this corner at District 1 cocktail party are (l to r): Carl W. Schultz, assistant manager, WMMW Meriden, Conn.; Paul B. Eaton, advertising manager, H. P. Hood & Sons, Boston; Craig Lawrence, general manager, WCOP Boston, and Edmund J. Shea, radio and TV director, James Thomas Chirurg Co., Boston.

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STRONG NARBA STAND

NAB District 1 Worried

By MITZI KORNETZ

RESENTMENT against channel-grabbing proposals of nations at the NARBA conference in Montreal continued to grow among U. S. broadcasters as NAB District 1, meeting in Boston last week, adopted a strong resolution.

While other districts in voicing their opposition had dealt more with frequency grabbing by Latin countries, New England broadcasters demanded that government delegates reject proposals which would, in effect, change power limitations of various classes of stations and create added confusion.

They directed that copies of the resolution be transmitted to President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and the Senate and House Foreign Relations Committees and instructed the NAB to take positive action to safeguard U. S. broadcasters' interests.

Fellows Presides

Presiding at the two-day (Monday and Tuesday) sessions at the Hotel Somerset was Harold E. Fellows, general manager of WEEI Boston and District 1 director. A record turnout of more than 240, which included non-NAB members, was described as the largest registration of broadcasters and those in allied services at any District 1 meeting.

Gerald Harrison, president of WMAS Springfield, took up the cudgels on behalf of FM in a fighting speech, telling the group, "On AM you get less than you bargained for. On FM you get more than you hoped for."

There are so many FM transmitters now on the air, Mr. Harrison declared, "that unless the majority of Americans have developed tin ears from long listening to AM they will soon note the difference, and the switch to FM will be on in earnest."

He described factors which have contributed to the "not spectacular but consistent" progress of FM in New England. First, he pointed out, was the fact that AM coverage in this section of the country is not in proportion to its power elsewhere because of high attenuation of AM signals due to soil conditions. This condition, he said, does not affect FM.

Mr. Harrison also gave credit to the Braves and Red Sox baseball clubs for the growing acceptance of FM in the area. "Where practically no network stations were able to carry baseball the past two summers, these games were broadcast by independent daytime stations, some of which had associated FM stations. Come dusk, these independent daytimers with FM transmitters put the night games on FM only."

He recalled the excitement caused by the Braves' pennant race in 1948 and that of the Sox this year, which meant that fans following the games had to buy FM sets "where these games were available only by FM and where AM signals were weak." These FMers by necessity, he said, are now FMers by choice.

Television, too, according to Mr. Harrison, is responsible for promoting FM because the aural part of it is FM and people notice how much better these sets sound than their AM ones. He said Springfield FM ownership had increased from 5% to 20%.

Judge Justin Miller, NAB president, asserted at a news conference that it would be five years before TV can become a fully-developed operation and ten years before a substantial number of people will see color television. One of the factors holding up TV's advancement, he charged, is the pre-emption by government agencies of more frequencies than they need. "TV is cramped for space," he said, adding that the medium will be held back until government studies its own "use or abuse of frequencies" and considers releasing some for different uses.

Speaking to the broadcasters Tuesday afternoon, Judge Miller posed the questions which will be facing the NAB in coming months in regard to BAB, BMB, standards,

(Continued on page 44)

RADIO DOLLAR THEME

Marks Dist. 2 Meet

WAYS of bringing more dollars into radio advertising were submitted to broadcasters at the NAB District 2 (N. Y., N. J.) meeting last week by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, as the eastern bracket of district meetings was concluded.

Michael R. Hanna, WHCU Ithaca, District 2 director, set the theme for the Thursday-Friday meeting when he said NAB has two services to perform: (1) extensive service on the bread-and-butter level, with 50% emphasis on sales, and (2) to protect the broadcasting industry and enhance its position in relation to legislation.

Mr. Hanna recalled there has been no attempt by Congress in the last three years to make "inroads on our freedom." He said the meeting was really a broadcasters' workshop, with emphasis on dollars and cents.

Charles F. Phillips, WFBL Syracuse, District 2 sales managers chairman, introduced Mr. Mitchell. The BAB head gave a list of suggestions on how to raise radio's share of the advertising dollar and how to get new spot business.

Following the Thursday luncheon Mr. Mitchell went into the tactics of competing media, noting that radio "can go a good five fast rounds" with any newspaper as a medium of advertising.

Explaining BAB sales aids, he warned that failure to understand the difference between local (retail) and national (general) rates can cost a station thousands of dollars. He suggested simplification of rate structures.

Sears, Roebuck has been persuaded to make a radio test in the South and will spend 25% of its advertising budget in that area for the purpose, he said. Robert McCready, BAB assistant director, aided Mr. Mitchell in presenting the BAB slide film and the opposite newspaper film. The All-Radio Presentation motion picture will be ready in February, he said.

First speaker introduced by Mr. Hanna was Dr. Kenneth Baker, NAB director of research, acting president, BMB, who gave strictly an AM preview of BMB study No. 2, which will be issued early in December.

Dr. Baker related that this study is definitely an improvement on the No. 1 of 1946, which was weak because it was based on a measurement of audiences who listened once a week to a program. The forthcoming study will provide measurement audience figures for not only once-a-week program listening but for two, three and four days, etc., and figures more nearly comparable

(Continued on page 44)

XUM

NARBA

Stiff Opposition Approved To Cuban Pressures

FIRM RESISTENCE to Cuban pressures in negotiations for a new NARBA reportedly was authorized last week in Washington conferences between FCC Comr. Rosel H. Hyde, chairman of the U. S. delegation, and government radio authorities.

Mr. Hyde conferred at length with both his FCC colleagues and State Dept. officials Monday and Tuesday before returning to Montreal, scene of the conference, Tuesday night.

Both FCC and the State Dept. are understood to have authorized Mr. Hyde to hold the line against any Cuban demands beyond the terms of the NARBA which expired last March.

His visit was designed to review conference progress to date, appraise the problems that have developed, and establish the official U.S. position in the light of developments. State Dept. authorities conceded the Cuban attitude was the main subject.

Although Cuba has not yet submitted any formal statement of demands, there have been ample indications of her view that each nation has a sovereign right to operate on any channels it desires. Cuban assignment shifts since expiration of the second NARBA affect many U. S. stations, both regionals and clears [BROADCASTING, Oct. 10].

Clear channel frequencies used by several stations in the South are said to be among those most recently squatted upon by Cuban transmitters. Cuba reportedly is eyeing a total of at least six such channels.

Conference progress was described officially as "slow," but there remained prospects of adjournment possibly by around Dec. 1. Hopes of mid-November adjournment were termed unrealistic, however.

The juridical committee meanwhile completed the important task of drafting treaty framework, while a plenary session Wednesday adopted the proposed NARBA engineering committee rules permitting stations subjected to unauthorized interference by foreign stations to request an engineering investigation and, if need be, arbitration.

The permissive nature of this agreement, it was believed, will permit adherence by Mexico, which took exception to the compulsory enforcement provisions in the last NARBA and which is not participating in the current conference. The permissive plan had Cuban backing.

Three NAB district meetings have adopted strongly worded resolutions opposing the tactics of both Cuba and Mexico [BROADCASTING, Oct. 24, 31], and others are expected to follow suit. Those which already have acted are District 4, in its meeting at Pinehurst, N. C.; District 3 at Skytop, Pa., and District 1 at Boston (see story page 31).

Correction

WLS Chicago (50 kw) was the winner of the $1,000 duPont award in 1948 in the big station class, and not WBBM Chicago as was incorrectly stated last week [page 65]. The award to WLS was for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served."

TRANSIT FM

Kansas City Service Opened

TEST of public reaction to music-soothed rides was launched last week in Kansas City, Mo., with installation of transit FM in 30 of the city's approximate 800 motor vehicles, R. C. Crisler, executive vice president of Transit Radio Inc., reported to BROADCASTING.

Contract was negotiated between KCMO-FM Kansas City and the city's Public Service Co., transit operator, and calls for extensive 60 day tests to determine the public's reaction to the musical rides. If the response is favorable, in line with that of other cities maintaining similar installations, service will be expanded and put on a permanent basis, Mr. Crisler said. Program format will be similar to that of TR elsewhere—news, weather and time reports, short commercials and other announcements, as well as light unobtrusive music fare.

Meanwhile, a survey of 737 vehicle operators in St. Louis, Mo., where KXOK-FM provides transit radio fare, showed 75% favoring the service, 15% no opinion and 10% opposed. One thousand of St. Louis Public Service Co's vehicles have included TR operation for the past 15 months. Survey was conducted during September by G. Myron Gwinner Co.

Cupid's Busy—at CBS

OCTOBER was matrimony month at CBS, where three weddings took place within eight days. Bill Lipton, member of the network's *Let's Pretend* cast was married on Oct. 15 to Joan Abbrancati, video and radio writer for Young & Rubicam, New York. Marcia Durant, narrative script writer for CBS-TV's *People's Platform*, was wed on Oct. 7 to United Press Writer Robert McKesson Liles. Barbara Keating, script writer on the WCBS New York *Margaret Arlen* program, was married on the same day to George Peabody Jr., president of the New York public relations firm of Peabody & Assoc.

Royal V. (Doc) Howard, industry observer put this humorous thought into a sketch.

"From confidential sources, Montreal observers believe Cuba came prepared for a winter long conference."

RADIO-TV WEEK

Democracy Essay Contest Heads Observance

HEADED by the Voice of Democracy radio essay contest, National Radio & Television Week was generally observed Oct. 30-Nov. 5 by all segments of the broadcasting, manufacturing and distribution industries.

Reports coming into NAB and the Junior Chamber of Commerce during the week indicated that the record 250,000 entries in the 1948 Voice contest will be at least doubled this year. Junior Chambers are holding local auditions, to be followed by state eliminations and finally by the selection of four national winners who will receive scholarships.

Radio dealers and distributors around the nation staged special displays and tied the week into their advertising. Nearly 600 newspapers used large mats as anchors for local white space dealer and distributor advertising. A half-dozen retail trade associations took part in the observance.

Radio Mfrs. Assn., which sent out the newspaper mats on specific request by the publications, held a town meeting for servicemen. The three-day session opened Tuesday night with 800 servicemen at the U. S. Chamber of Commerce Auditorium in Washington. They were welcomed by R. C. Sprague, Sprague Electric Co., chairman of RMA's Television Committee. Mr. Sprague predicted another 40,000 service technicians will be required by 1953.

Training Needed

A. T. Alexander, Motorola Co., moderator of the first session, said technicians must keep abreast of technical developments in television or lose business to younger and better trained technicians. The town meeting was sponsored by RMA and the Washington Electric Institute.

Broadcast stations and networks observed the week with frequent announcements and special programming. Most stations played the Voice of Democracy transcriptions used as a guide for high school students entering the contest.

In Los Angeles, Mayor Fletcher Bowron proclaimed the fact that Los Angeles "has become the center of the nation's radio and television industry and the focal point of history's greatest mass medium of communication." He saluted the local broadcasting industry as "a powerful force in the perpetuation of the principles of American democracy."

Mayor Bernard Samuels of Philadelphia was one of many large city mayors proclaiming local observance. He participated in a dinner staged by the Philadelphia Junior C. of C., joint sponsor with RMA and NAB of the Voice contest.

Richards in Pittsburgh

In Pittsburgh, Robert K. Richards, NAB director of public relations and publications, addressed a meeting of the Electric League of Western Pennsylvania. In the course of his talk he referred to the fast growth of the "week" movement. "We are celebrating four different weeks," he said, "radio and television, flowers, apples and Girl Scouts. Almost 95% of the homes in America have radio receivers. I'll bet they can't say that about flowers, apples or Girl Scouts."

Mr. Richards noted that set manufacturers are now scrambling to meet a growing demand for radio receivers which promises to become a real market-bonanza by holiday time.

OVER 9000 IOWA FAMILIES INTERVIEWED IN 1949 SURVEY!

Dr. Forest L. Whan and his Wichita University staff interviewed over 9,000 Iowa families *(1 out of every 85 in the State!)* to secure the data now available in the 1949 Iowa Radio Audience Survey.*

These families represent a mathematical cross-section of Iowa's city, town and farm audience. Thus the Survey is not only able to make revealing *comparisons between* urban and rural listening habits, but also gives typical characteristics of the Iowa audience *as a whole.*

In addition to all the standard information for which the Survey is famed, the 1949 Edition contains much new and valuable data about *changes* that have taken place in Iowa listening habits, *since 1941.*

Every advertising and marketing man who is interested in Iowa radio should have a copy of this remarkable Survey. Get yours today! *Write WHO, or ask Free & Peters.*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

THE LATEST WCKY STORY

LOOK AT ALL THE CINCINNATI STATIONS BETWEEN 6 PM AND 8 PM MONDAY-SATURDAY . . . .

LOOK AT RATINGS
LOOK AT COST
LOOK AT POWER

	RATING*	OPEN ¼ HR. RATE COST	POWER
WCKY	**6.6**	**$120.00**	**50,000 Watts**
STATION A	4.5	100.00	250 Watts
STATION B	5.6	136.00	5,000/1,000 Watts
STATION C	5.1	479.00	50,000 Watts
STATION D	5.1	120.00	5,000 Watts

(—Pulse July-August 1949 Average Rating 6-8 PM Monday thru Saturday)*

IT'S OBVIOUS - - IN CINCINNATI,

FOR RATINGS

FOR COST

FOR POWER

WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HERE ARE SOME OF THE ADVERTISERS ON WCKY BETWEEN 6 AND 8 PM, WHO ARE GETTING INCREASED SALES AT THE LOWEST COST PER THOUSAND LISTENERS:

CAMEL CIGARETTES
FORD MOTORS
MGM PICTURES
BULOVA WATCHES
BRUCKMANN BREWING
PROCTER & GAMBLE
LUDENS
FOUR WAY COLD TABLETS
BAVARIAN BREWING CO.
BURGER BEER
CROSLEY REFRIGERATORS
LEVER BROS.
ANACIN
NEW YORK CENTRAL RAILWAY
KOOL CIGARETTES
SWIFT ICE CREAM
DODGE MOTORS
MISSION BELL WINE

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK WITH NON-DUPLICATED BLOCK PROGRAMMING.

Call Collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

Pa.'s TV Ghosts Laid

TELEVISION, which manages to stride forward on momentum and acceptance in spite of its multifarious regulatory, spectrum, union and economic troubles (not to mention color spots before its iconoscopes), won its most important victory in the Pennsylvania courts the other day. It came in the unequivocal opinion of Chief Judge William H. Kirkpatrick of the U. S. District Court for Eastern Pennsylvania, precluding clearance (censorship) of TV films before use.

The victory transcends the TV field. It implements existing laws precluding state censorship of any of the radio media. It applies as effectively to aural broadcasting as it does to TV, and ultimately to facsimile.

If the State Board had prevailed, TV would stand to lose one of its most important virtues —spontaneity. It would have reduced TV, as we've stated before, to the electronic equivalent of a second or third-run movie house. But, more important, it would have subjected a mass radio medium to censorship, in contravention of the First Amendment. It would have been the opening wedge, because other state censorship boards inevitably would have followed suit.

Judge Kirkpatrick found the proposed censorship invalid because it would impinge upon interstate commerce in a field which Congress had pre-empted and he found it inconsistent with the national policy adopted by Congress for the regulation of radio and TV. Moreover, he concluded it would constitute an undue and unreasonable burden on interstate commerce in telecasting.

That appeared all-inclusive. But Judge Kirkpatrick went farther. He found that TV, like newspapers and radio, is included in the press "whose freedom is guaranteed by the First and Fourteenth Amendments . . .; that the chief purpose of the guaranteed liberty of the press is to prevent previous restraints upon publication and "in the case of radio and television previous restraints upon broadcasting"; that the TV program, as it has been developing, "is an organ of public opinion."

The Pennsylvania censors may appeal, though we doubt it, particularly in view of the sweeping and conclusive nature of Judge Kirkpatrick's opinion.

Not only TV, but all radio and all interested in the preservation of our fundamental freedoms owe a real debt to the five TV stations in Pennsylvania, who carried this fundamental censorship fight through the courts.

THAT NO FCC people were seriously injured in the explosion-fire that made a shambles of many FCC offices in the Post Office Building is a near-miracle. Once the smoke had cleared and it was ascertained that nothing more serious than physical damage had resulted, the quips began to fly. FCC was congratulated on its new "expediting procedure." One report was that all red tape had been burned (but, alack, could be quickly replenished). It's suggested that the FCC should perish the idea of restoring burned or destroyed records. It could save its time and taxpayers' funds by starting from scratch. At press time there were no indications that the fire would thaw the TV freeze.

What Makes FCC Run?

ON RECENT occasions we have said this FCC is the best yet. Of course, it has complained about work overload and lack of manpower. That's the occupational plaint of the bureaucrats. Withal, however, this FCC seemed less mischievous and perhaps less disposed to bait and browbeat.

This we reluctantly confess may be pure mirage. It is now painfully evident that some old influences, mainly among staff lawyers, are still at it. Many of them owed their fealty in other days to Ex-Comr. C. J. Durr, the Blue Book Boy. It is as if Cliff Durr rides again in the Law Bureau.

The FCC, man for man, may be better qualified. Yet, because of the almost incredible persuasive power of its Law Bureau, events seem to occur as the lawyers wish. Cases are ladled up to the FCC to meet the Law Bureau's convenience and interest; the applicant's necessity apparently doesn't enter into it.

There are many old cases languishing in the Law Bureau. In that respect this Commission certainly is no better than its predecessors. When a majority of the Commission seems to be swinging in favor of a particular decision, and the principal lawyers are opposed, chances are the issue won't come before the FCC until the lawyers are ready—and with further ammunition.

The FCC uncorked a corker last week [see page 23, this issue; CLOSED CIRCUIT, Oct. 31]. It meted out to a dozen owned-and-operated stations of CBS, ABC and NBC temporary license renewals pending certain investigations, all pertaining to the so-called network-monopoly regulations. There was the complaint of the National Assn. of Radio Station Representatives largely against CBS because of its move to represent in national spot selling a number of its key affiliates. Pendency of this complaint was used as the vehicle in issuing the temporary renewals against all three networks.

Why this action out of a clear sky? The FCC mentioned in two of its letters that Don Lee, regional West Coast network, had been subjected to hearing on alleged violations of the network regulations. This case, it said, is "presently pending for decision." What the FCC didn't say was that the case had been "presently pending" for nearly three years.

We have no doubt that networks have pushed around affiliates. They are not eleemosynary institutions. The FCC itself has made this possible by wholesale licensing of new stations in overcrowded markets, without regard to its own engineering standards.

Moreover, the network regulations provide for affiliation contracts for only two years' duration, with a six-month negotiating period, whereas broadcast licenses are issued for three years. It should be obvious that license terms and network contracts should run for the same tenures. Otherwise, how can an applicant for renewal specify how much of his time will be devoted to network, or national spot or local?

The network renewal action is simply one of scores of instances in which the Law Bureau has come up with a quick answer, designed to fit any situation and its own interest. The Law Bureau acted in such obvious haste that it didn't even bother to look up dates or names. It called NARSR the "National Assn. of Radio *Spot* Representatives." The NARSR complaint probably hasn't been discussed in formal Commission councils since the hearings a year ago.

If private industry functioned as the FCC does (and the FCC has no competition), it would be bankrupt. The FCC's complaint about work overload is man-made and lawyer-spawned. With half as many lawyers it probably would get twice as much done.

Our Respects To—

WILLIAM BASHFORD McGRATH

TO ADMIT a mistake is admirable. To celebrate a mistake is, to say the least, unusual. But unusual is an apt description of William Bashford McGrath, managing director of WHDH Boston, who in September celebrated the 20th anniversary of the most profitable "mistake" in his career.

When as a student at Syracuse U., Bill McGrath transferred from the architecture school to liberal arts in order to pursue his interests in broadcasting, he received a letter from the university chancellor advising him that he was making a mistake "to leave a profession which is the greatest of all the arts —architecture—in favor of one whose future is so in doubt."

There is no doubt in Mr. McGrath's mind as to the future of the broadcasting art and WHDH, an independent station which in three years of McGrath leadership has spurted from behind to win a position in revenue and ratings.

Slim, wiry, boyish-looking Bill McGrath says he owes all he knows about independent station management to a woman—Bernice Judis. Mr. McGrath worked under the direction of Miss Judis at WNEW New York for ten years, and is frank to admit that "much of our WHDH operation reflects her basic thinking."

Evidently he was an excellent student for, among other honors chalked on the WHDH report card in the few years he's been at the helm, is an increase of approximately 150% in gross revenue.

Bill McGrath was both an excellent student and a broadcaster long before he ever dreamed of entering radio as a profession. Arriving at Syracuse U. in 1929 to study architecture, he was approached by a frat brother who wanted to know if he'd like a part-time announcing job. Ironically, the frat brother was Kingsley Horton, now in CBS television, with whom Mr. McGrath found himself in friendly competition when Mr. Horton was assistant manager of WEEI Boston.

Mr. McGrath auditioned for the job at WSYR Syracuse by reading from a newspaper. He got the job—and along with it a knowledge of the causes of ulcers. His heavy college schedule called for classes from 8 a.m. to almost 5 p.m., and when these were over, he would rush to the station, where he announced every program from 5 p.m. until midnight. Arriving back at his room, he would pour over drawings until 3 or 4 a.m., managing to get to class again by eight the next morning.

After two years of this routine, Bill McGrath made the logical decision, transferring from

(Continued on page 46)

Satin slippers and plunging necklines —ten gallon hats and cowboy boots. College grad at the debutante Ball—ranch hand and the village belle. Whatever our choice, whatever our fate, we're more alike than we think. That's why right now, today, America's music—western hill country music—the true music of the pioneer is as popular in big New York as on the prairie where it was born.

That's why Prairie Stars, New York's favorite program of America's music presented nitely on WOV by Rosalie Allen, celebrated sweetheart of the prairie, holds one of the most loyal buying audiences in all radio. For fast action selling —for product loyalty—for a highly responsive buying audience (64% of whom are women) get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits...ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

Prairie Stars a WOV feature production is one of 5 AUDITED AUDIENCES.

PRAIRIE STARS

a WOV feature presented by

ROSALIE ALLEN

Monday through Saturday 9 to 11:00 P. M.

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives

BASEBALL

Opposition Mounts Despite New Rules

BASEBALL'S amended rule on play-by-play broadcasting and telecasting rights [BROADCASTING, Oct. 31] was sent to major league clubs last week while reports circulated that some broadcasters, displeased despite the changes, were contemplating anti-trust action.

Though the amendment had Justice Dept. sanction and was greeted by some station operators as a big step in the right direction, others condemned it as being of little practical value and claimed that, in effect, it gave the Justice Dept.'s blessing to restraint of trade by baseball clubs.

The Justice Dept. had announced that, in view of the amendment, it was calling off its investigation of anti-trust aspects of the baseball clubs' policy until the effects of the changes can be seen and evaluated. The department also said it will maintain watch and "may take appropriate action" if there is evidence of restraint in the future.

Text of the revised rule, with an accompanying explanatory letter, was sent to the baseball clubs by Baseball Commissioner A. B. Chandler. The new version makes plain, as the Justice Dept. had announced the week before, that:

(1) The local major or minor league club may object—"during the period it is playing a home game and only during such period" —to broadcast or telecast of another major league game from a station within the local's territory; (2) it may also object—"during the period [it] is telecasting one of its road games"—to the telecast of a game by another major league club from a station within the local's territory.

Time Period

The Commissioner's office said the above-mentioned time period begins "30 minutes before the commencement of such game [home or road telecast] and [continues] for three and a half hours in the case of a single game, and for five and a half hours in the case of a double-header." The rule is effective as of Oct. 15.

The communication to club owners also pointed out that no club once giving its consent, could specify a particular station or sponsor for games of any particular club; nor can it grant any rights—broadcast or telecast—within its home territory for any games of any other club. It may, however, limit that consent to "a particular date or dates."

Under no circumstances should any major league club permit a radio station or network to negotiate with a local club for any permission for broadcasts or telecasts required by the rule, Mr. Chandler emphasized. Each of the major leagues will set up procedures to be followed.

In urging club owners to carefully study the revised rule, the Commissioner's office stressed that revisions had been worked out by major league representatives and the Justice Dept. "without any concession . . . that the existing rule was in any way illegal." Changes "were necessary," Mr. Chandler said, to forestall the department's investigation of alleged anti-trust violations with respect to broadcast-telecast practices.

Text of amended Major League Rule 1 (d):

(d) (1) *Broadcasting.* Each major league club shall have the exclusive right freely to authorize a broadcast (including rebroadcast and network broadcast) of games played in its home park, except that a major league club shall not authorize a broadcast of such games to be made from a station located outside its home territory and within the home territory of another major or minor league club during the time that such other club is playing a home game, unless such other club has prior thereto consented to the broadcast of said game or of any game of another major league club during such time from a station located within its home territory.

(2) *Telecasting.* Each major league club shall have the exclusive right freely to authorize a telecast (including retelecast and network telecast) of games played in its home park, except that a major league club shall not authorize a telecast of such games to be made from a station located outside its home territory and within the home territory of another major or minor league club during the time that (a) a home game of such other club is being played or (b) is away-from-home game is being telecast from any television station or stations located within the home territory of such other club, unless such other club has prior thereto consented to the telecast of said game or of any game of another major league club during such time from a station located within its home territory.

(3) Nothing contained in paragraphs (1) and (2) shall be deemed to limit the right of each major league club to authorize a broadcast or telecast of any or all of both its home and away-from-home games at any time from any station or stations located within its home territory.

(4) Where any consent is required under paragraphs (1) or (2), the major league club or major league authorizing the broadcast or telecast must secure such consent. No club giving such consent shall be entitled to limit its consent to any particular station or sponsor or to the games of any particular club or grant rights (exclusive or otherwise) in respect to the broadcasting or telecasting within its home territory of any games of any other club; but such club may limit its consent to a particular date or dates.

(5) The words "home territory" shall mean and include, with respect to any baseball club, the territory included within the circumference of a circle having a radius of fifty (50) miles with its center at the baseball park of such baseball club.

For the purposes of this rule, the phrase "during the time," as applied to the playing of a home game or the telecast of an away-from-home game, shall mean a period of time commencing thirty (30) minutes before the commencement of such game and continuing for three and a half ($3\frac{1}{2}$) hours in the case of a single game and for five and a half ($5\frac{1}{2}$) hours in the case of a double-header.

(6) Nothing contained in this rule shall be deemed to affect or limit the ownership by each major league club of all right, title and interest in and to its games, including the news thereof, or to affect or limit (except to the extent set forth in paragraphs (1) and (2) of this Rule 1 (d)) its exclusive right and privilege to sell, license, control, regulate and terminate the publication or dissemination by radio, television or otherwise of any news, reports, descriptions and accounts of any game or any part thereof, both within and outside its home territory.

This amendment shall be effective Oct. 15, 1949.

TRANSIT RADIO

Hearings End In D. C.

RESULTS of a recent survey on passenger-operator acceptance of transit FM in Washington, D. C., and the inclusion of a TV option in the Transit Radio Inc.-Capital Transit Co. contract were revealed to the D. C. Public Utilities Commission before it ended hearings last week.

The Commission requested written briefs from transit FM advocates and opponents before deciding whether the service conforms to the "public convenience and safety." Further appeals may be taken through legal channels if PUC issues a formal order favorable to music-soothed rides. WWDC-FM is franchise-holder for Washington transit music.

In the survey, conducted during October by Edward Doody's St. Louis research organization, 93.4% of 3,434 persons polled were not opposed to the service, with only 6.6% voicing objection. A poll of 294 streetcar and bus operators found that 95.9% felt music did not interfere with safety of the vehicles. Only 2% contended it did. (One out of 17 bus-car fatalities in Washington since Jan. 1 was radio-equipped, a police official noted.)

* * *

"... Upset By Radio Commercials On Streetcars? Try Dr. Shmoogle's Soothing Stomach Syrup..."
49 & NAUSEA
A STREETCAR NAMED DESIRE-FOR EXTRA PROFITS

Typical of some newspaper opposition was Herblock's cartoon last week in the Washington Post

Meanwhile, FCC indicated unofficially it had no precedent for taking action as personally suggested by one witness who told PUC that citizens can appeal directly to Congress, FCC (when WWDC's license comes up for renewal) and other sources.

The TR-CTC contract gives TR's Washington branch an option to deal for video service should Capital Transit ever consider TV-equipped vehicles. It is not now practical, E. C. Giddings, CTC vice president, told PUC, but "the day may come when it is." It is not being contemplated at present, however, he added.

Washington newspaper comment was generally tempered and favorable to transit music. The *Evening Star*, which owns and operates WMAL-AM-FM-TV properties, thought it was a good thing especially since radio revenue would help CTC's financial status. The *Daily News* complained that ". . . radio broadcasts and plugs interfere and compete with readers of printed news . . . we're against it. But the general public is larger . . . and what (it) wants should prevail."

FCC Actions

TEN new AM stations and one new FM outlet granted by FCC. Seven existing AM stations granted improved facilities. Three transfers authorized. Details of these and other major FCC actions are given in FCC Roundup starting on page 79. Actions of the FCC begin on page 72.

JAMES NAMED

Heads Steuben Promotion

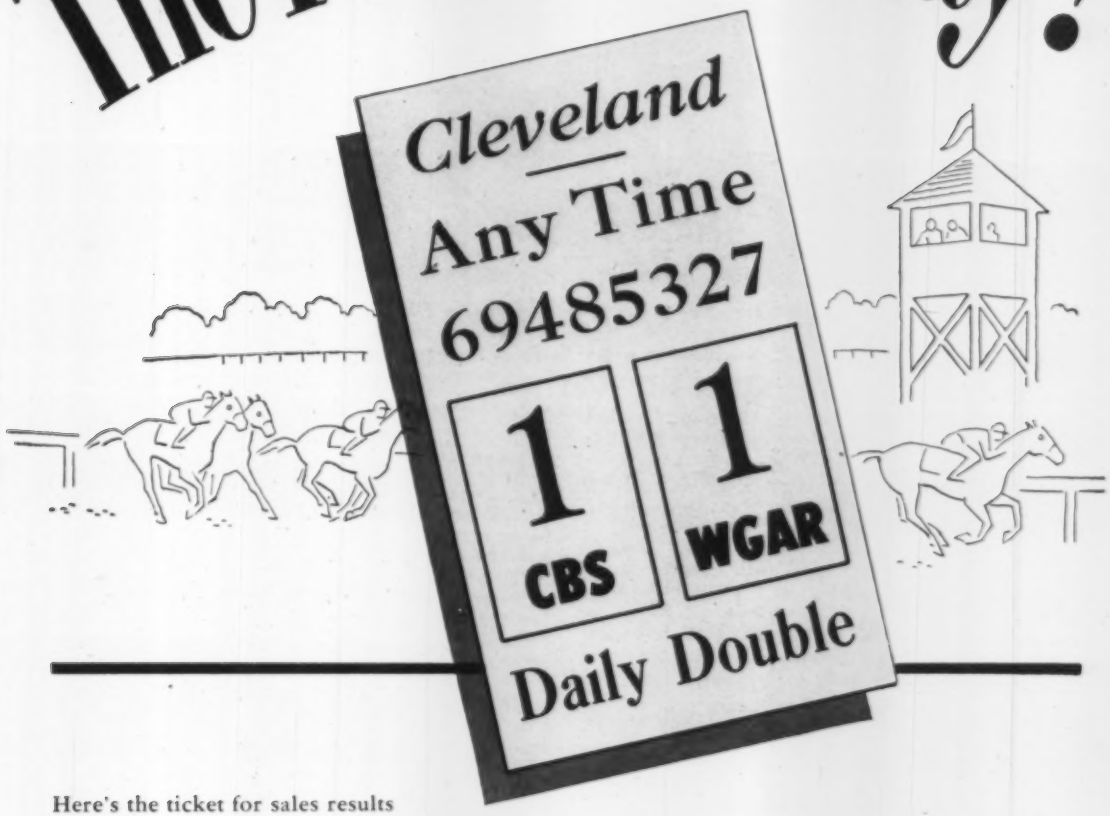
E. P. H. JAMES, formerly MBS vice president, has been appointed promotion director for Steuben Glass Inc., New York.

In his new post, "Jimmy" James will step outside of broadcasting circles for the first time in more than 20 years.

It was in 1927 that he turned his back on three years of advertising agency activity to join the brand new NBC as sales promotion director. For the next 13 years he was responsible for all NBC promotion, moving in 1941 to the Blue Network as director of publicity, promotion and research. After three years as an Army Air Force officer, Mr. James joined MBS as manager of sales operations in the fall of 1945. He subsequently took over the direction of that network's advertising, promotion and research, and was elected a vice president in June, 1947.

DISPLAY of WBRE Wilkes-Barre, Pa., took first prize in field of consumer service at Parade of Progress Exhibition recently.

The Perfect Parlay!



Here's the ticket for sales results in northern Ohio. It's the winning combination of CBS and WGAR!

The line-up of top CBS shows is the nation's Number 1 listening habit. Outstanding WGAR programs and personalities rate Number 1 with northern Ohio listeners according to a recent radio poll. So, when you plan your advertising for northern Ohio's six-billion dollar market, don't overlook this perfect parlay for listeners... CBS—WGAR. Ask your Petry man for the facts...now!

WGAR

50,000 WATTS *Cleveland*

Represented Nationally by Edward Petry & Co.

More NAB Changes?

(Continued from page 24)

rectors on the opening day, they might be able to take part before the three-day meeting is over.

NAB's membership has risen from 1,133 AM, 548 FM and 6 TV outlets last June 30 to 1,151 AM, 520 FM and 36 TV stations as of last Friday. Not counting associate members, the total has risen from 1,687 to 1,707 actives. The increase in number of members has not compensated for revenue loss caused by a flurry of large station resignations early in the year.

The sharp increase in TV membership was mainly due to a low $10 monthly dues schedule for TV outlets affiliated with AM and FM members, effective to next Jan. 1. This rate was adopted in July. Video-only stations pay at the rate of $125 a month.

Among the board's policy matters is the problem of relations with FM Assn. and Television Broadcasters Assn. The low NAB rate for its members' TV affiliate was construed as a step to keep video stations within NAB. The Structure Committee has discussed the idea of inviting FMA into NAB and a proposal may develop at next week's board meeting [CLOSED CIRCUIT, Oct. 31]. FMA's executive committee is expected to meet some time this week. At this writing FMA appears to be awaiting a definite merger invitation from NAB.

Some of the actions taken by the board last July may have to be called back or worked over again. The board called for a cut in the standing committee structure from 19 committees of seven members to 10 committees of five members (one from the board). This would cut the total committee expense from about $50,000 for two meetings a year to perhaps a third that much if only one annual meeting is permitted.

President Justin Miller has commented at several district meetings on the difficulty of cutting the committee setup and the effect on NAB's overall effectiveness. He has been on the district meeting circuit much of the time since the board adopted its reorganization plan, leading to practical operating problems at headquarters.

The vice presidency idea is based on the premise that Ralph Hardy, Audio Div. director, and George E. Markham, Video Div. director, should have such stature in coordinating departmental functioning. The two new executives assumed their duties Sept. 1.

FIREMEN wet down ruins of 8th floor corridor near FCC docket room after fire is brought under control. Major explosions of transformers and other electrical equipment occurred in this area.

Census Campaign

AN ADVERTISING campaign for Bureau of the Census, U. S. Dept. of Commerce, will be conducted by the Advertising Council before 1950 to pave the way for the decennial census, the Council announced last week. Robert R. Mathews, vice president of the American Express Co., New York, is volunteer coordinator for the campaign, and Benton & Bowles Inc., New York, is volunteer agency.

RWG STOPPAGE

Hope On Federal Mediator

STAFF news and continuity writers at ABC, NBC and CBS last week authorized the negotiating committee of the Radio Writers Guild to call a strike. The committee, however, stated it would not order a stoppage as long as Federal Mediator J. R. Mandelbaum remains active in trying to bring both sides together.

Main issue is the RWG demand for job security provisions. The guild seeks the right to negotiate or at least to talk over dismissals before they occur. The networks are said to be standing firm on the principle of the right to fire at will.

Following tabulation of the unanimous strike action, Mr. Mandelbaum met with the networks Monday, with the Guild on Wednesday and was scheduled to meet with the networks again last Friday. Presumably his next efforts would be to bring the two sides together.

Garroway Signs

DAVE GARROWAY, AM and TV star on NBC and WMAQ-WNBC (TV) Chicago, has signed an exclusive contract with the network for radio and television shows for a reported five years. Although no details of the agreement were revealed, it is understood the new contract is now in effect. Mr. Garroway's part in the negotiations was handled by his manager, Biggie Levin. Central Div. officials, including TV Manager Jules Herbuveaux, represented NBC. Mr. Garroway has a weekly TV network program, *Garroway at Large*, a network AM show, and AM and TV programs locally in Chicago.

Blaze

(Continued from page 25)

members heard of the blaze they rushed to throw in the letters they've received from Sen. Ed Johnson, chairman of the Senate Interstate Commerce Committee and one of their most persistent critics. And General Counsel Cottone was said to have attempted to make similar disposition of the records in the long-pending clear-channel case. To which he supposedly replied that he tried to, but that when he picked up the dockets they disintegrated of their own age.

WOW APPEALS

FCC's KCSJ Decision

APPEAL was filed last week by WOW Omaha in U. S. Court of Appeals for the District of Columbia against FCC's decision denying relief from the Commission's grant of 590 kc operation to KCSJ Pueblo, Col., same channel used by WOW [BROADCASTING, July 4].

The Commission at the time stated WOW had not shown any greater interest in the area lost under mutual interference with KCSJ and had failed to protect its rights during the hearing held on the KCSJ application. WOW had asked the Commission to issue an order for the Pueblo station to show cause why it should not use its night directional array during the day also in order to protect WOW. The Omaha station is assigned 5 kw fulltime on 590 kc while KCSJ is assigned 1 kw on that frequency.

WOW explained in its appeal that KCSJ presented qualified engineering testimony during the hearing that no interference would result to WOW and that it, "as well as the Commission, relied upon the representations and warranties of intervenor" KCSJ. The Omaha station said the grant was made on this basis and it was after KCSJ began operation that complaints of daytime interference began to be received. WOW then made its own measurements which revealed "extensive interference," the brief said.

Upcoming

NAB DISTRICT MEETINGS

Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

• • •

Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 13-14: NAB Finance Committee, NAB Hdqrs., Washington.
Nov. 14: NAB Structure Committee and BAB Committee, NAB Hdqrs., Washington.

YOU WANT THE LOWEST COST PER THOUSAND
IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

it takes POWER

Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power*

* 4,225,000 people live in the WBAL coverage area... and spend more than $3,290,000,000 annually in retail sales

represented nationally by
EDWARD PETRY & CO.

50,000 Watts
WBAL
Baltimore's NBC

GIVEAWAY SUITS

Early Trial Expected As FCC Files Answer

ISSUES were joined last week and way was cleared for an early trial as FCC filed its answer in the suits by ABC, CBS and NBC challenging legality of the Commission's giveaway rules, now suspended pending outcome of the court tests.

FCC's answer denied the networks' contentions that the rules were invalid and that enforcement of them would cause the networks injury.

One network legal expert said that from the nature of the issues he believed it possible that the trial would not be of marathon-like proportions.

The trial date itself would probably be set after consultations between counsel on both sides and the three-man federal court which will hear the cases in the Southern District of New York. If Christmastide activities proved no obstacle, the trial could start in December, it was said.

The answer, made jointly by the FCC and the U. S. Government, was signed for FCC by Benedict P. Cottone, general counsel; Max Goldman, assistant general counsel, and by Richard A. Solomon and Daniel R. Ohlbaum, Counsel. William J. Hickey, special assistant to the Attorney General, signed as attorney for the U. S.

Among points made in the answer:

● Denial of the network contention that FCC did not present any arguments or evidence at hearings in October 1948 in support of the proposed rules.

● That no answer is required to the network contention that giveaways are not lotteries because whether or not they are lotteries involves issues of law, not fact.

● Denial that FCC does not have jurisdiction or authority to adopt the giveaway rules.

The answer closed with a prayer that the networks' actions be dismissed, plaintiffs to pay the costs.

Nelson Quits ABC

NORMAN NELSON, ABC Hollywood sales promotion manager, resigns effective Nov. 15 to handle promotion and publicity for Ken Niles' Villa Marina, Balboa, Calif. No successor will be named. His duties will be absorbed by Ned Hullinger, manager of ABC Western Div. publicity, who will be in charge of audience promotion; and by Fran Conrad, ABC Western Div. station relations director, who will direct sales promotion.

FIGURE THE ODDS... by KXOK

the odds against drawing a STRAIGHT FLUSH on the first deal is 64,999 to 1

NO GAMBLE when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Song and Dance Parade" on KXOK, in BIG St. Louis. Master Salesman, Hal Fredericks, personalizes your product . . . sets the stage for more sales . . . 3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities . . . or call your John Blair man NOW!

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

FIRST COPY off the press of the new "Spot Radio Estimator," published by the National Assn. of Radio Station Representatives [BROADCASTING, **Oct. 31], is examined by (l to r) T. F. Flanagan, managing director, NARSR; Richard C. Grahl, radio time-buyer, William Esty Co. Inc., publication adviser; and Lewis H. Avery, president, Avery-Knodel Inc., and chairman of the publication committee of NARSR.**

LEASING PLAN

Underway At WAAB, WMTW

FIRST STEPS under an expansion program were announced last week in line with FCC approval early last month of the leasing of two Yankee Network owned stations to Radio Enterprises Inc. [BROADCASTING, Oct. 10]. Ray Brown, formerly manager of WEAM Arlington, Va., has been placed in charge of WAAB Worcester, Mass., and Abbott Smith named manager of WMTW Portland, Me.

The leasing arrangement permitted Yankee Network to assign the licenses of WAAB, a 5 kw outlet, and WMTW, a 250 w station, to Radio Enterprises headed by John A. Baybutt, 1% owner, and controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm.

Also announced last week was appointed of RA-TEL as national spot representatives for both stations. Purpose of the expansion program, it was explained, is to provide more individualized and thus "improved operation" for the stations.

Both outlets are to continue as Yankee and Mutual affiliates. In addition to newly inaugurated local programs, the stations will participate in the recent Yankee Network purchase of six hours weekly of M-G-M's transcribed programs.

Marx To De Soto

DE SOTO Div. of Chrysler Corp., Detroit, effective Jan. 4 will take over sponsorship of the Groucho Marx program, Wednesday on CBS, from Elgin-American which is dropping the program. De Soto will drop its current giveaway show, *Hit the Jackpot*, at that time. BBDO, New York, is the agency for De Soto.

PETRILLO PLAN

Industry Group Studies

COALITION of industry forces such as has seldom been seen before in show business seemed to be forming last week as part of a solid front against the proposals of James C. Petrillo covering services of musicians for television films.

At a management meeting in New York last Monday, a nine-man industry committee was named to consider the Petrillo proposals. The committee comprised not only television station and network representatives but also representatives from a major Hollywood studio, eastern and western film producers, TV show packagers and television film trade associations.

It is expected that the committee will be the only industry body which will conduct the negotiations certain to develop as the result of the Petrillo proposals [BROADCASTING, Oct. 31].

Its first job will be to prepare its own position for further discussion with Mr. Petrillo. Very probably, its initial meeting to work out counterproposals will be held this week in New York. When finally it has drafted such proposals, the committee will seek a meeting with the AFM president.

On the committee are:

Hal Roach Jr., of Hal Roach Studios and president, Television Film Producers Assn.; Melvin L. Gold, president of the National Television Film Council; John B. Wheeler, representing eastern film producers; Ralph M. Cohn, Columbia Pictures; A. Walter Socolow, representing Ziv; Ernest De La Ossa, NBC; Howard Hausman, CBS; Joseph A. McDonald, ABC, and Arthur R. Connell, WOR New York.

Mr. Petrillo's proposals called for payments of $27 per musician for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. Other proposal, detailed in over six and one-half typewritten pages, set forth conditions of work which industry spokesmen have said would be restrictive on television.

PART of cast of WSM Nashville *Grand Ole Opry* has gone to Europe for 20 day tour before U.S. Air Force groups in England, France and Germany.

45.0 "HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

WHAS ANSWERS

Asks FCC To Dismiss Temperance Case

ASKING dismissal of a complaint filed by the Temperance League of America, WHAS Louisville told FCC last week that a station's responsibility to present a well-balanced program service "carries with it the obligation to refuse requests for time as well as to grant them."

The League has asked FCC to refuse renewal of the WHAS license on grounds that the station carries beer advertising and refuses to sell time for temperance messages [BROADCASTING, Oct. 17].

WHAS Director Victor A Sholis, asked by FCC to give the station's side of the case, wrote that the League had made no request for time but that Rev. Sam Morris, long-time prohibitionist and associated with the League, had done so and had been refused.

He said Mr. Morris "stated that he expected to solicit donations in his broadcasts; that he wanted to urge prohibition; and that his message would be given a 'religious treatment' since he felt the temperence story could not escape 'religious overtones.' "

WHAS, Mr. Sholis reported, "reached the conclusion that the sale of time to Rev. Morris for a program of this nature would not contribute to a well-balanced program schedule, was inconsistent with basic operating policies, and would not serve the public interest."

League's Contention

He said the League's contention "is the same" as that made by Mr. Morris in his complaint against KRLD Dallas a few years ago, and that FCC's answer should be the same—that is, he said, that "the problem raised is of industry-wide proportions, and should not be considered on the renewal application of an individual station, but by a general investigation of the subject if such is warranted."

He said WHAS offered Mr. Morris sustaining time but that this was refused.

Mr. Sholis said WHAS makes substantial time available for religious programs—on a sustaining, not a commercial basis; that the station "does not permit solicitation of funds on commercial programs except by legally qualified candidates in its primary coverage area"; that the brewery-sponsored programs cited by the League are, respectively, news, record, and music-and-news shows.

While the League was "substantially correct" in its claim that 60% of Kentuckians live in "dry" areas, the WHAS executive reported, with respect to the station's primary coverage area in Kentucky there are 931,423 in "dry" territory and 974,003 in "wet" areas. Within the station's 100 microvolt contour, covering parts of nine states, he gave the count as 7,313,205 in "wet" regions and 2,763,903 in "dry" territory.

Mr. Sholis said WHAS had carried programs by Mr. Morris a few years ago and concluded, upon a review of these, "that a repetition of such programs, on the basis which Rev. Morris proposed, would not make any contribution to the present well-balanced program service of WHAS."

World Series

(Continued from page 23)

even higher revenues in its promising future.

The nature of the one-year television agreement between baseball, Mutual and Gillette suggested that a repetition of the television squabble that developed in the recent World Series was unlikely.

In pre-World Series conferences, the eagerness of all television networks to carry the games resulted in all television stations accepting them on a no-pay, no-expense basis. Gillette bought the lines but paid no time charges to stations.

The wording of the new contract as described in the announcement last week suggested that internetwork bidding would prevail next year and that rights would be granted on an exclusive basis, subject, of course, to the policies assuring midwest television coverage. That Gillette entered an agreement guaranteeing only that it had a chance to meet rival offers for television rights indicated that Mr. Chandler also thought it possible that bidding from other television sponsors might materialize.

In recent years, official baseball figures show that payments for radio and television rights to the series to have been: 1948—radio $150,000, television $140,000; 1947—radio $175,000, television $65,000; 1946—radio $150,000; 1945—radio $100,000.

ABC's 'DR. I. Q.'

Lorillard Ready To Sign

P. LORILLARD Co., New York, through its agency, Geyer, Newell & Ganger, same city, is about to sign contract for sponsorship of *Dr. I. Q.* on ABC for its Embassy cigarettes.

Dr. I. Q. formerly was on NBC and has been sponsored by Mars Candy, Chicago, through Grant Adv., Chicago, for the past 10 years.

Not Dead Yet

READERS of the *Columbus* (Ohio) *Dispatch* found WHOK Lancaster's radio program schedule for Oct. 26 listed under the heading "Deaths in Ohio." The erroneous but amusing listing occasioned a quip from Staff Announcer Paul Miller. "Nothing short of an atom bomb could kill us . . . we're radio-active!"

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Lang-Worth Feature Programs, Inc.
113 West 57 St., N. Y. 19, N. Y.

Gentlemen:
Okay—I'll stick my neck out! Send me, without charge or obligation:

☐ Complete information on the New Lang-Worth Transcription
☐ Sample of the New Lang-Worth Eight-inch Transcription

NAME_____
TITLE_____ STATION_____
CITY_____ STATE_____

Strong NARBA Stand

(Continued from page 31)

and giveaways. He foresaw the international situation as probably the most important problem in the industry in another year.

The morning meeting was devoted to a discussion of station operating labor costs, led by Charles H. Tower, assistant director of NAB's Employe-Employer Relations Dept. Craig Lawrence, general manager of WCOP Boston and District 1 employe-employer relations chairman, opened the session and then turned it over to William B. McGrath, managing director of WHDH Boston and member of the Employe-Employer Relations Executive Committee.

Delegates were invited to attend an Advertising Club luncheon at which Edward Reeve, manager of research projects at CBS, and Frederic Wile Jr., assistant to the NBC vice president in charge of television, were the speakers. The subject was "TV—Today and Tomorrow."

Emphasis on Business

Emphasis during the Monday sessions was on business as Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, told the delegates how to make sales and influence prospective clients. He discussed means of accelerating advertising in local markets and stressed the importance of knowing the system of distribution in acquiring national spot business.

Presiding at the day-long workshop meeting, which attracted complete sales staffs from many stations, was Herbert L. Krueger, commercial manager of WTAG Worcester and District 1 sales managers chairman.

The slide film, "How to Turn People into Customers," was shown at the Monday luncheon, a joint NAB-Radio Executives Club of Boston affair.

Earlier in the day, Dr. Kenneth H. Baker, acting president of BMB, explained the finer measurement of the second coverage study. He said that non-subscriber data would, for the first time, be available to subscribers and that comparisons never before possible could be made.

ENJOYING themselves at District 1 get-together are (l to r): Front row—Arnold F. Schoen, general manager, WPRO Providence; Jan Gilbert, radio director, Harold Cabot & Co., Boston; L. H. Stubbs, general manager, WGAN Portland; Charles N. DeRose, general manager, WHYN Holyoke, Mass.; rear—John B. Carr, Dow, Lohnes & Albertson, attorneys, Washington; Peter B. Kenney, manager, WKNB New Britain, Conn.; Larry Cervone, Gates Radio Co., New York, and Henry J. Guzewicz, vice president, Stainless Inc., New York.

Dr. Baker set the time for release of the study in early December and said that stations which had not yet joined could still do so.

Carl Haverlin, president of Broadcast Music Inc., announced that recent popularity charts on records and sheet music showed BMI at an all-time high of 60%. He said four BMI tunes are now on the *Hit Parade* and that two of them got on straight from the grass roots.

Resolutions adopted by District 1 included commendations to Judge Miller, "for his championship of the principles of the right to speak freely and his able counsel"; to Mr. Haverlin, Roy Harlow, Lin Patee and other members of BMI, for contributions by the organization; and to Dr. Baker for his work with BMB.

The death of Harold Morrill, former manager of WLAW Lawrence, and the service rendered by him to the industry was noted, with the recommendation that tribute to him be inscribed in NAB records. Appreciation was expressed to Mr. Fellows for his performance as director and to members of his staff for their assistance in contributing to the success of the meeting.

A further resolution extended pledge of full support to BAB, acknowledging the contributions of the bureau and the "great leadership" of Mr. Mitchell.

The resolutions committee included Carleton D. Brown, WTVL Waterville, chairman; Mr. Harrison, and C. Glover DeLaney, WTHT Hartford.

Text of the NARBA resolution:

Whereas, the NARBA conference is now in meeting in Montreal for the purpose of effectuating a new treaty to replace the one recently expired, and

Whereas, several proposals have been made, formally and informally, the effect of which would be to change the power limitations now applicable to the several classes of stations as defined by the former treaty, and

Whereas, the adoption of the proposed changes would be inimical to the interests of the United States broadcasters,

Now, therefore, be it resolved that the Government of the United States, through its official delegation to the conference, reject any proposal which would result in changing the power limitations of the several classes of broadcast stations, and

Be it further resolved that copies of this resolution be transmitted to the President of the United States, the Secretary of State, the Chairman of the FCC, and to the members of the Senate and House Foreign Relations Committees.

And, be it further resolved that the NAB take positive action to insure the continued operation of those regulations respecting existing facilities as well as to insure the future requirements of the broadcasters of these United States.

Radio Dollar Time

(Continued from page 31)

to the ABC figures of newspaper circulation will be shown.

This time, too, Dr. Baker informed, non-subscriber data will be available so that a radio station will be able to get a complete picture of the radio listening in its coverage area, which should prove very important for sales. The bureau will make these reports readily available to buyers of time.

Present status of the study, Dr. Baker continued, is that there have been 357,000 returns from 362,000 mailpieces. The report will cover all cities over 10,000 population, and 40 more cities now having radio stations will be shown. The new study has averted the weakness of the first study which played down the fringe audience, but which is salable as an every night audience. Tests will have to be undertaken to determine the county-by-county FM set ownership.

Dr. Baker said any station may join the bureau by making a payment retroactive to 1947, although new stations would make only a nominal monthly fee.

Sidney Kaye, New York, general counsel of the BMI, speaking in place of Carl Haverlin, BMI president, revealed there are 30,000 recorded popular and folk music titles in his company's catalogue. Kolin Hager, of SESAC, reported that his company is working on variety continuities covering all kinds of music, is preparing 900 new dramatic scripts and that a program builder of 8,000 tunes is being broken down into catalogues to be issued in February.

Mr. Hanna appointed the following as the resolutions committee; Cy King, chairman, WEBR Buffalo; Bob Hanna (no relation), WGY Schenectady; William Moore, WBNX New York and Tom Brown, WGVA Geneva.

DIST. 16 PLANS

Johnson Named Co-Chairman

ALBERT JOHNSON, manager of KOY Phoenix, has been named co-chairman of annual NAB District 16 meeting to be held Nov. 28-29 at Paradise Inn, Phoenix. Calvin Smith, manager of KFAC Hollywood and District 16 director, made the appointment. Mr. Smith acts as other co-chairman of the affair.

Other committee heads named were A. E. Joscelyn, director of operations, CBS Hollywood, Sales; William B. Ryan, manager, KFI Los Angeles, Television; Lee Little, president KTUC Tucson, Public Relations; William J. Beaton, manager KWKW Pasadena, Unaffiliated Stations; Donn B. Tatum, vice president and counsel, Don Lee Broadcasting System, Employer-Employe Relations; Les Bowman, chief engineer, KNX Hollywood, Engineering; Richard O. Lewis, president and general manager, KTAR Phoenix, Resolutions.

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IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

District 1 Registration—Boston

A—G

Addison Amor, RCA Thesaurus; Leon Alarie, WACE; A. N. Armstrong Jr., WCOP; Jack S. Atwood, WRDO; Demeritt Ayer, WMUR; Dr. Kenneth Baker, NAB; Bertha Bannan, Boston; Charles W. Barton, WARE; Harold S. Bates, WJOY; Ernest F. Batchelder, WKNE; Jack A. Beauvais, WEEI; George W. Bingham, WGNY-WKIP; Lorelei Bird, WEEI; Josephine E. Bishop, WMAS; J. W. Blackburn, Blackburn-Hamilton Co.; R. W. Booth, WTAG; Louis A. Boucher, WTAG; Haskell Bloomberg, WLLH; Arthur F. Borges, WERI; Quincy A. Brackett, WSPR; T. B. Braine, WCAX; Warren H. Brewster, WLNH; Dol Brissette, WTAG; Carlton D. Brown, WTVL; Arthur T. Brush, WHDH; William Burleigh, WSPR.

Thomas Calhoun, WEEI; Hervey Carter, WMUR; Herbert Caryl, INS; Larry Cervone, Gates Radio Co.; James Chalmers, WEIM; Vincent Chandler, WMUR; Earle G. Clement, WBET; Joseph K. Close, WKNE; Edward Codel, Katz Agency; Robert Collins, WMUR; Gilbert M. Congdon, WRJM; Guy Cunningham, WEEI; Charles F. Curran, WBKA, WBKA-FM; Kenneth M. Curto, WPRO; Jack Davis, WJOY; C. Glover DeLaney, WTHT; Norman DeLude, WOTW; John Deme, WICH; Charles N. DeRose, WHYN; Robert Donahue, WMAS; Nat V. Donato, C. P. MacGregor; Franklin M. Doolittle, WDRC; Harold A. Dorschung, WEEI; Joseph P. Duchaine, WBSM; Tom Dunn, WCOP.

Wilbur S. Edwards, WEEI; Paul Feldman, WMAS; Robert W. Feldman, WMAS; Harold E. Fellows, WEEI; Dean Finney, WTWN; Jack Fitzgibbons, WALE; Dana W. Fitzgerald, WLLH; James M. Flenniken, Capitol Records; Robert C. Foster, Paul H. Raymer Co.; Robert Friedheim, World Library; Andrew C. Fuller, WTAG; Charles A. Fuller, WBET; Fred Garrigus, WEEI; Creighton E. Gatchell, WGAN; James Gates, WIDE; Janet Gilbert, Harold Cabot Co.; Ray Girardin, WEEI; Richard L. Gravel, WTAG; Hugh M. Grauel, World Bestg. System; Warren Greenwood, WHAV; William H. Goodman, WPRO; Ansel E. Gridley, WARE; Edward E. Guernsey, WLBZ.

H—R

Walter B. Haase, WDRC; Kolin Hager, SESAC; John W. Haigis Jr., WHAI; Roy Harlow, Broadcast Music; Gerald Harrison, WMAS; S. P. Hasbrook, WCAX; Carl Haverlin, Broadcast Music; David Hayes, WACE; J. E. Hill, RCA Best. Equip. Sales; William Hewitt, WFCI; Gerald T. Higgins, WLAM; E. E. Hill, WTAG; Charles Holbrook, WMQU; Frank S. Hoy, WLAM; Paul Huber, WTVL; Benjamin A. Hubley, WMNB; Harmon H. Hyde, WPJB; Louise Ignacio, WEEI; George H. Jaspert, WCCM; Walter Johnson, WTIC; Arthur H. Jones, Gray Research Co.; Ted Jones, WCRB.

J. Gordon Keyworth, WMNB; Peter B. Kenney, WKNB; David M. Kimel, WLAW; Gene King, WCOP; Walter Kingsley, WCOP; Gerald Kirby, WEEI; Carter Knight, WEIM; Anne Kopka, WOTW; H. William Koster, WPJB; Herbert L. Krueger, WTAG; G. A. Kruttschnitt, WMMW; Charles F. Kuhner, WMNB; Frederick P. Laffey, WLAW; Melvin Lahr, WSAR; Arthur E. Lathrop, WPJB; Craig Lawrence, WCOP; Gordon J. Lewis, WIDE; Edward Lloyd, WEEI; Bert Lown, Assoc. Program Ser.; William F. Lucey, WLAW.

Bernie Mack, WMUR; William F. Malo, WDRC; William Malo Jr., WNHC; Al Maffie, WLNH; Rudolph O. Marcoux, Maine Bestg. System; G. Emerson Markham, NAB; H. Roy Marks, WEEI; Harold H. Meyer, WPOR; Justin Miller, NAB; James T. Milne, WNHC; Florence Mitchell, WEEI; Maurice Mitchell, NAB; Henry G. Molina, WEIM; Henry G. Molina Jr., WEIM; Paul Monson, WSPR; Patric J. Montague, WHYN; Gordon Moore, WMUR; Albert Morgan, WTVL; Bernard S. Morley, WTAG; Paul W. Morency, WTIC; Robert Z. Morrison Jr., World Bestg. System; J. J. Murray, WEEI; Marion MacNeil, WFRI; Donald McElwain, WACE; William McGrath, WHDH; Noel A. McKeon, WTAG; James F. McKernan, WTWN.

Hal Newell, WBKA, WBKA-FM; Arthur Newcomb, WOTW; Donald Norwood, WLAW; Richard J. O'Brien, WMNB; Columbus O'Donnell, WRJM; Lewis E. Oehring, WKNE; Clifford E. Oeden, Capitol Records; Harvey Olson, WDRC; Charles O'Malley, WACE; W. Paul Oury, WERI; Gus R. Parmet, WALE; John T. Parsons, WBRK; Lin Pattee, BMI; Sol Paul, BROADCASTING; Robert M. Peebles, WKNE; George J. Peters, WAVZ; Ed Pilla, WCOP; Helen Pine, WEEI; Charles H. Pinkham, Erwin, Wasey; Robert Reid, INS; Alan Reinhart, Harry Goodman Radio Prod.; David M. Richman, WHOB; William H. Rines, WCSH; Ralph J. Robinson, WACE; Irving E. Rogers, WLAW; Mary V. Rowles, BAB; J. Maxin Ryder, WBRY; Philips H. Ryder, WBRY.

S—Y

Carl W. Schultz, WMMW, WMMW-FM; Arnold F. Schoen Jr., WPRO; Richard L. Shepard, WBKA, WBKA-FM; Elden H. Shute Jr., WLAM; Ray Simms, Erwin, Wasey; George L. Sisson, WALE; James R. Sisson, WALE; A. E. Spokes, WJOY; Mildred Stanton, WORC; Reinhold Steinhilber, WBET, WBET-FM; Milton W. Stoughton, WSPR; Horace N. Stovin, Radiotime; L. H. Stubbs, WGAN; C. Meryl Sullivan, NAB; J. D. Swan, WCAX; Paul Tiemer, Paul H. Raymer; Alan C. Tindal, WSPR.

Charles B. H. Vaill, WEEI; Harold Vigue, WTVL; Wallace A. Walker, WFCI; William W. Warner, WHDH; J. Buz Way, WALE; J. J. Weed, Weed & Co.; Pierre Weis, Lang-Worth; Mary Whalen, WEEI; Harry Wheeler, WCOP; James Wildman, WEEI; John Wilkoff, WCOP; David R. Williams, Standard Radio Trans. Ser.; Charles W. Woodward Jr., WPJB; William E. Young, Lang-Worth; Clifford Youse, WLAW.

Late Registrations

Otto F. A. Arnold, WBSM; Benjamin Bartzoff, WVOM; Samuel Berkett, ASCAP; John J. Boyle, WJAR; Ford Billings, WWCO; George F. Bissell, WEAV; John P. Carr, Dow-Lohnes-Albertson; Marjorie Carter, Kettell-Carter; Thomas E. Cunningham, AP; Charles W. Curtin, WNAC; Bob Carpenter, Mutual; Mr. Gazuwicz, Stainless Inc.; Frank S. Hay, WLAM; Clarence Hubbard, WLNH; John J. Hurley, WNEB; A. E. Kelleher Jr., WFGM; Elmer Kettell, Kettell-Carter; H. S. Killgore, Collins Radio Co.; Mitzi Kornetz, BROADCASTING.

J. P. Lynch, Graybar Electric; Martin D. Mannix, WEAV; Edward F. McCann, WNEB; Horace W. Nicholas, WHAI; Paul A. O'Bryan, Dow-Lohnes-Albertson; Edward L. Pamphilon, Raytheon; James M. Patt, WNBH; George M. Perkins, WHDH; Robert Plumpson, WLNH; Otis C. Rewolt, Walker Co.; Larry Reilly, WTXL; Len Rooney, Raytheon Mfg. Co.; Harold H. Segal, WCOP; Edmund J. Shea, James Thomas Chirurg Co.; Gerald L. Staten, WNBH; W. C. Swartley, WBZ; Albert F. Wild, General Electric Co.

Newscasts

(Continued from page 27)

be aimed at the teen-agers with stories of interest to high school and college boys and girls including local school sports results.

One early evening cast could have a portion devoted to "what shall we do tonight?"—including a capsule review of a new movie, what sports events are scheduled, highlights of the station's own night radio program and, if TV is in the set-up, the best of the listings. At that hour it might be well to devote the remainder of the program to local and regional news, since the network newscasts have, by that time, given a good roundup of national and international news.

The possibilities are almost limitless, and, of course, depend on the community itself, the competition, and the facilities and personnel available.

Each newscast should, of course, give a balanced news presentation, in addition to the special feature.

Limitless Possibilities

Each cast should have a name—*Business Men's Luncheon News, News for the Homemaker*, etc.

These special feature "name" casts should be promoted until each has its special audience, as well as the general audience which all newscasts attract.

Secondly, radio news calls for an improvement of local news presentation.

The press associations do not and cannot provide adequate, up-to-the-minute local spot coverage. Many, if not most, stations depend, in the main, on what little (and late) the press wires carry on local news, plus clippings from the hometown newspaper.

No Large Staff Needed

Local news can be developed, without a large staff, by utilizing to the fullest the tools that have been made available to broadcasters in recent years. A top local story can be covered on the scene with wire or tape recorder and then aired with, if necessary, comments by the caster. For fast-breaking and exciting regional news, the recorded telephone interview is tops for interest. And, finally, some local spot features to spice the news. The newspapers carry such features every day, why not radio?

I started this article with a paraphrased adage and it's as good a way as any to conclude.

There is an old one in the newspaper business—news sells papers, features hold readers.

Why not in radio news—news brings listeners, features keep them coming back.

WITH BUYS

'Home News' Acquired

PURCHASE of the 16-year-old Baltimore *Home News*, a controlled circulation weekly newspaper, by WITH Baltimore was announced last week by President Thomas Tinsley of Maryland Broadcasting Co., which operates WITH and WLEE Richmond.

R. C. (Jake) Embry, WITH vice president, will hold a similar position with the Home News Co. Mr. Tinsley said the paper would continue its present operation with the same personnel, but that the business, advertising and editorial offices would be moved to the WITH Bldg.

Army-Navy Football

GILLETTE Saftety Razor Co., Boston, will sponsor broadcast and telecast of the Army-Navy football game in Baltimore Nov. 26. Through its agency, Maxon Inc., New York, the firm will air the game on the full MBS network for radio and on NBC-TV network for television.

WOR Engineers

WOR New York radio and television engineers now will be represented by Local 1212 of the IBEW instead of by NABET, as the result of an NLRB election Nov. 1. IBEW won the election, polling 95 votes against 12 for NABET.

SELF-WINDER

DULUTH, MINN.—"So I'm a crank when it comes to certain things," admits Otto Mattick as he rolls along on his self-winding tricycobile. "And I'm all set to toss a monkey-wrench into the works if anybody even dares to suggest that KDAL's Hoopers aren't far and away the highest in the Duluth-Superior Market." No fear of that, though, because KDAL completely dominates the audience hereabouts. This area is well worth selling, too. And KDAL is the way to sell it.

Avery-Knodel can suggest the best thing for you to use on KDAL. Ask them. Ask, too, about the famed KDAL "follow-through."

Respects

(Continued from page 36)

architecture to liberal arts.

By this time, Bill McGrath was sure of his chief interest. Working in association with the man who is now Dean Kenneth Bartlett and who heads one of the largest university radio schools in the country, Mr. McGrath helped in the formation of the Syracuse U. station.

In 1932 he left his part-time announcing job at WSYR to take a similar one at WFBL, remaining with this CBS outlet in Syracuse until his graduation.

At this point romance entered the McGrath career. He had fallen in love with a Boston girl, so he headed toward the Hub, found a job at the Yankee Network, and set out to woo and win Mary Chase.

Six months later, on Friday, May 24, 1935, he quit work. On Saturday he married Miss Chase. Saturday night they spent their honeymoon on the Boston-New York boat. And Monday morning Bill McGrath was back at work as night manager at KYW Philadelphia.

Joins WNEW

After a year there, he went to New York to join the yearling WNEW, as production manager. Shortly after, he became program director, holding that post until 1944 when he went into the commercial side as sale promotion manager.

During the decade Bill McGrath was with the New York independent station, it began its 24-hour-a day operation, started such programs as Martin Block's *Make-Believe Ballroom*, and helped to give many vocalists their start.

Mr. McGrath recalls the time Miss Judis told him about a fellow who was singing with a small band which the station was carrying as a remote pickup from the Rustic Cabin in New Jersey. He called the fellow in, offered him a daily 15-minute program of his own. Tommy Dorsey heard the show and invited the vocalist to join his orchestra. It was Frank Sinatra.

In March 1946 the *Boston Herald-Traveler* bought WHDH, a 5 kw independent, and Mr. McGrath was asked to take over as managing director. He found, as he terms it, "nothing but a frequency." There were over 17 hours of daily programming to fill and tough network competition to fight.

"We had to start somewhere," says Mr. McGrath. "Somewhere" was to find someone who could take a block of time—two hours in the morning— and make it pay off in listeners and sales. "Someone" turned out to be Fred B. Cole, who emcees the station's most sales-producing program, *The Carnival of Music*.

Mapping out plans as he would a blueprint, Mr. McGrath's next step in building WHDH was to establish a news formula. This consisted of 21 daily five-minute newscasts every hour on the half-hour with additional periods at 7 a.m., 6 p.m., and 11 p.m.

Gets Sports Rights

Next, he set out to tie up as many outstanding sports features as possible. In quick succession, WHDH obtained the rights to air the Harvard football games, which had never before been broadcast commercially; then, the Boston Bruins hockey games; and finally the Boston Braves and Red Sox games.

WHDH is probably one of the few major stations of its size (now 50 kw) in the country which broadcasts every baseball game from start to finish. Although many stations consider such programming uneconomical, WHDH's manager belongs to another school of thought. "The good-will it establishes among listeners, especially by not breaking off at crucial moments, more than compensates for any dollar loss that could possibly be involved," he says.

WHDH's Gross Zooms

Bill McGrath doesn't have to worry now about such things as dollar loss. In 1947, a year after he joined WHDH, gross revenue was up 80%. In 1948, it had increased 44% over the previous year. And so far this year, it's been running at a rate of 30% over 1948.

With four major network outlets in the area, Bill McGrath has reason to be proud of the showing his station has made. Long associated with unaffiliated stations, he believes that—in addition to good programming, showmanship, and aggressive selling—part of the showing WHDH has made is due to the fact that it *is* an independent.

"Independent stations," he declares, "are in the best position to withstand the competition that will be experienced from TV."

Previously, he explains, independent stations always conceded that their competition to leading network nighttime shows necessarily had to be limited and that their big audience-pulling job had to be done between 8 a.m. and 8 p.m.

"The picture's changed now, though," affirms Mr. McGrath. "TV stations are drawing nighttime audience away from the network stations. And after the folks get tired of the comedy and variety on video, they want something easy to take so they can carry on the rest of the evening socially." He believes that the WHDH formula of music and news is the answer, as shown in increased nighttime ratings for the station.

Although the architect-turned-broadcaster has been away from a drafting board for a long time now, he still likes to try his hand at an occasional blueprint and was very instrumental in the layout of the new WHDH studios. The layout consists of a central "island" which contains all the studios and is surrounded by all the offices. These are laid out in the order of departmental flow of business, making for more efficiency and saving valuable time in the development of a program from an idea to the finished product on the air.

Probably one of the industry's youngest men to wear the 20-year pin, Bill McGrath was born April 5, 1911, in Brooklyn, New York. He attended school there until 1927 when his family moved to Boston. After one year there they moved to New Jersey, where Mr. McGrath attended the East Orange High School before going on to Syracuse U.

Home for Mr. McGrath now is Saugus, Mass., where he lives with his wife and two children, Marylin, 11, and William Frederick, 16 months.

For relaxation Mr. McGrath likes to fish, preferably for tuna, and has never been known to give up a good poker game. But his hobby, he claims, is AM radio.

He's on the Employe-Employer Relations board of NAB and was the first president of the Radio Executives Club of Boston, formed last year. He finds time for civic duties also and this year is serving as radio chairman of the Red Feather Campaign in metropolitan Boston.

First 15 Program Hooperatings—Oct. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Last Year: Hooper	+or—	Pos.
Radio Theatre	172	Lever Bros. (JWT)	21.1	22.5	—1.4	2
Jack Benny	179	American Tobacco Co. (BBDO)	21.0	21.9	—0.9	4
Original bcst. 18.7 Added by 2d bcst. 2.3†						
Arthur Godfrey's Talent Scouts	154	Thomas J. Lipton Co.—Div. Lever Bros. (Y&R)	18.2	17.2	+1.0	8
Fibber McGee & Molly	165	S. C. Johnson & Son (NL&B)	17.1	22.0	—4.9	3
My Friend Irma	150	Pepsodent Div.—Lever Bros. (FC&B)	16.9	18.2	—1.3	6
Bob Hope	151	Lever Bros. (BBDO)	15.4	21.1	—5.7	5
Mystery Theatre	150	Sterling Drug (D-F-S)	15.3	13.2	+2.1	23
Walter Winchell	286	Kaiser-Frazer (Weintraub)	15.2	23.1	—7.9	1
Original bcst. 13.7 Added by 2d bcst. 1.5†						
Mr. Keen	149	Whitehall Pharmacal (Murray)	14.7	12.9	+1.8	28
Suspense	169	Electric Auto-Lite Co. (N-E)	14.5	14.0	+0.5	18
People Are Funny	164	B. & W. Tobacco (Seeds)	14.4	14.5	—0.1	15
Amos 'n' Andy	149	Lever Bros. (R&R)	14.1	11.7	+2.4	39
Mr. Chameleon	139	Sterling Drug (D-F-S)	13.9	6.4	+7.5	88
Horace Heidt	172	Philip Morris (Biow)	13.8	12.1	+1.7	37
Charlie McCarthy	171	Coca-Cola Co. (D'Arcy)	13.6	14.7	—1.1	14
Original bcst. 12.5 Added by 2d bcst. 1.1†						

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

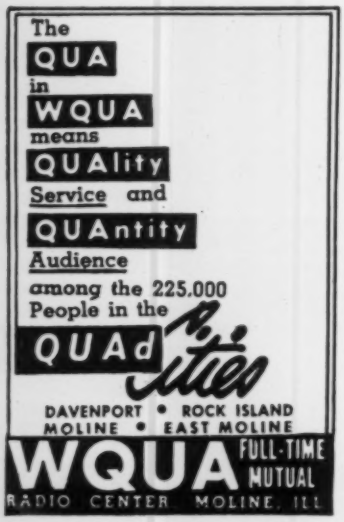
Top 10 Program Hooperatings—Oct. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago:* Hooper	+or—	Pos.
Romance of Helen Trent	85	Whitehall Pharmacal (Murray)	7.7	6.2	+1.5	7
Aunt Jenny	81	Lever Bros. (R&R)	7.1	5.8	+1.3	12
Ma Perkins	95	Procter & Gamble (D-F-S)	6.5	7.2	—0.7	2
Arthur Godfrey (10:15-11 am)				6.2	+0.2	8
10:15-10:30 (TT) 4.6 10:15-10:30 (MWF) 3.9	170	Toni Co. (FC&B)	6.4			
10:30-10:45 6.4	170	Wildroot Co. (BBDO)				
10:45-11 7.0	170	Gold Seal Wax (C-M)				
11-11:30 7.2	169	National Biscuit (M-E)				
Young Widder Brown	174	Liggett-Myers Tob. Co. (N-E)				
Big Sister	146	Sterling Drug (D-F-S)	6.2	6.5	—0.3	4
	93	Procter & Gamble (Biow—Spic and Span; Compton—Ivory)	6.1	6.3	—0.2	6
Stella Dallas	146	Sterling Drug (D-F-S)	5.9	6.1	—0.2	9
Our Gal Sunday	84	Whitehall Pharmacal (Murray)	5.9	6.0	—0.1	11
Wendy Warren and		General Foods Sales (B&B)	5.8	5.5	+0.3	16
Wendy Warren and Guiding Light	148 85	Procter & Gamble (Compton)	5.8	6.1	—0.3	10

* Based on talent Rank Order—Oct. 15-21, 1948

Broadcasters' Panel

PANEL discussion on children's programs will be furnished by the Southern California Broadcasters' Assn., at a Rancho Santa Anita Parent-Teachers' meeting tonight (Nov. 7). Speakers will include Alan D. Courtney, NBC Hollywood assistant director of public relations; Martha Gaston Bigelow, account executive, KFOX Long Beach and regional chairman of Assn. of Women Broadcasters; Nick Nelson, star of KFAC Hollywood *Uncle Whoa Bill* program; Jeanne Gray, KMPC Hollywood commentator.



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SELL MORE ON CHANNEL 4

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NBC

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KRON-TV will present top NBC network television programs, assuring strong audience tune-in from the outset. Local programming, including some day-time television, will also be outstanding. CHECK KRON-TV FIRST FOR TELEVISION ADVERTISING IN THE SAN FRANCISCO BAY AREA MARKET!

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Washington 4, D. C.

NOVEMBER 7, 1949

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TELECASTING

COLOR TESTS

Comparative Demonstrations Delayed to Nov. 21

A WEEK'S DELAY in the scheduled Nov. 14 comparative demonstrations of color television systems was reported agreed upon last Thursday afternoon in a meeting of an FCC-industry committee with FCC Chairman Wayne Coy.

Participants said postponement until the week of Nov. 21 was decided upon when it became evident that, otherwise, arrangements could not be completed in time to permit side-by-side originations by the rival RCA and CBS color cameras and the black-and-white equipment of Allen B. DuMont Labs.

Since the Thanksgiving holiday falls that week, it was assumed the comparative showings would get under way on Monday. They are expected to last about two days and will be held in the studios of RCA-NBC's WNBW (TV) Washington. No outside pickups are planned.

The decision came at the end of the sixth week of FCC's color hearing, after two and a half days of testimony on behalf of DuMont, opponent of immediate standardization of color. Testimony highlights included:

● Assertion by Dr. Allen B. DuMont, head of the manufacturing and TV broadcasting firm, that uncertainty over color and the VHF monochrome freeze have forced DuMont to curtail transmitter division activities and personnel and to hold back set manufacture by at least one-third.

● Reiteration that it will be "10 to 20 years" before there is "a nation-wide system of color television with as good quality, reliability and comparative cost as we have today in our present black-and-white system." Dr. DuMont felt, however, that "we could have the start of a system within the next 10 years."

● Denial that manufacturers and broadcasters are "holding back color television for their own selfish interest," despite charges aired by some Commissioners to the contrary.

● Estimate that, with respect to the three proposed color systems, "we are in about the same relative position in color today that we were in black-and-white, say around 1932."

● Disclosure that DuMont is working on several possible color systems and has done "considerable work" on storage tubes, which Dr. T. T. Goldsmith Jr., DuMont research director, thought may provide a new and better approach to the color TV problem.

Representatives of RCA, CBS and DuMont may undertake this week to work out a stipulation as to the limitations that FCC should place upon use of the November comparative showings in reaching a decision on the color question. This course was suggested by Chairman Coy after DuMont spokesmen noted that in many respects the tests would not simulate actual commercial broadcast conditions and that quality of reception may differ due to the use of different transmitter sites.

DuMont earlier had suggested complete cancellation of the Nov. 14 comparisons—a course FCC rejected the previous week in denying RCA's petition for a two-month postponement [BROADCASTING, Oct. 31].

The DuMont request was based on the fact that Color Television Inc., sponsor of the third color system under consideration, is not ready for comparative tests now; that RCA and CBS are limited as to currently available equipment, and that FCC has already called for further comparisons Feb. 8.

Installation Schedule

Decision to delay the first comparisons followed a report by RCA that it could not be ready by Nov. 14 if the equipment for all three systems were being installed in the same studio simultaneously. RCA proposed that the demonstration be conducted with RCA, CBS, and DuMont operating separately rather than side-by-side.

Instead, it was agreed that RCA should have sole use of the studios until Nov. 14, after which CBS will move in to set up its equipment.

Chairman Coy and the FCC-industry committee, headed by FCC Labs Chief E. W. Chapin and charged with the task of working out a program for the comparative showings, discussed the plans at some length. Final program plans are now being developed.

Dr. DuMont, winding up his firm's direct testimony at the Thursday morning session of the hearings, urged that the color question be settled "one way or the other," that the VHF freeze be lifted at once, and that FCC encourage extensive color experimentation before standards are set.

He said DuMont does believe in color. But both he and Dr. Goldsmith emphasized their view that a standardized color system should have essentially the same characteristics as the present monochrome system, plus color.

"We believe that before standards can be set," Dr. DuMont said, "several stations should be in operation for some six months to a year transmitting regular programs with at least several hundred receivers in the field for each station."

On the same theme, Dr. Goldsmith had told the Commission that the entire industry should in-

(Continued on Telecasting 8)

SPONSORS' ROLE

Discussed at L. A. Seminar

POINTING out that the western regional and/or local advertiser "has been kicked from pillar to post" by the radio networks through preemption, Burt Oliver, Hollywood manager of Foote, Cone & Belding, told the Academy of Television Art & Sciences' second annual seminar Nov. 1, that he hoped this could be avoided in television.

Mr. Oliver said he didn't think 13-weeks protection was ample reward to the advertiser concerned. Noting that the majority of the TV advertisers today are in spots or participations, he nevertheless advised that from this area would develop some of the medium's prime customers of the future.

He felt that it was now possible to evaluate TV in its true light as an effective advertising medium capable of doing a job, just as other media like radio and newspapers. Mr. Oliver felt that there was little evidence to support the belief that radio would be eliminated by television, instead he feels that the two complement each other.

Others participating in the day-long sessions were: Les Hoffman, president of Hoffman Radio Corp.; Harry Witt, general manager of KTTV (TV) Hollywood; Bernard Ebert, Stokey Ebert Productions; Herb Stroock, IMPPRO; Donn Tatum, vice president and general counsel of Don Lee Broadcasting System; Roy Brewer, International Representative of IATSE; Hal Evry, Woodbury College.

Mr. Tatum

Mr. Hoffman pointed out that television has become a billion-dollar industry without one cent of subsidy, a fact he felt deserves applause for the American system.

Mr. Ebert, in discussing live production, said that experience has emphasized the importance of considering the intimacy of the medium. Further he said that television's greatest need is writers.

Mr. Stroock, speaking for the film side, said "our problem is unions." He went on to show how the high wage levels of the movie unions drive production film costs up.

Mr. Tatum covered several of the legal aspects of television growth with particular emphasis upon the ASCAP negotiations. He expressed the hope that all union problems could be peaceably solved.

Summing up the position of IATSE, Mr. Brewer felt that its members had already made considerable concessions to TV film makers. But he voiced a strong hope that IATSE will succeed in extending into television, not only at the film end.

Mr. Witt noted that the Los Angeles market already represents a $10 million investment involving the city's seven stations. These, he pointed out, are supplying set owners with 190 hours of programs weekly. However, he cited an urgent need for greater research into listener habits with so much already at stake and more to come.

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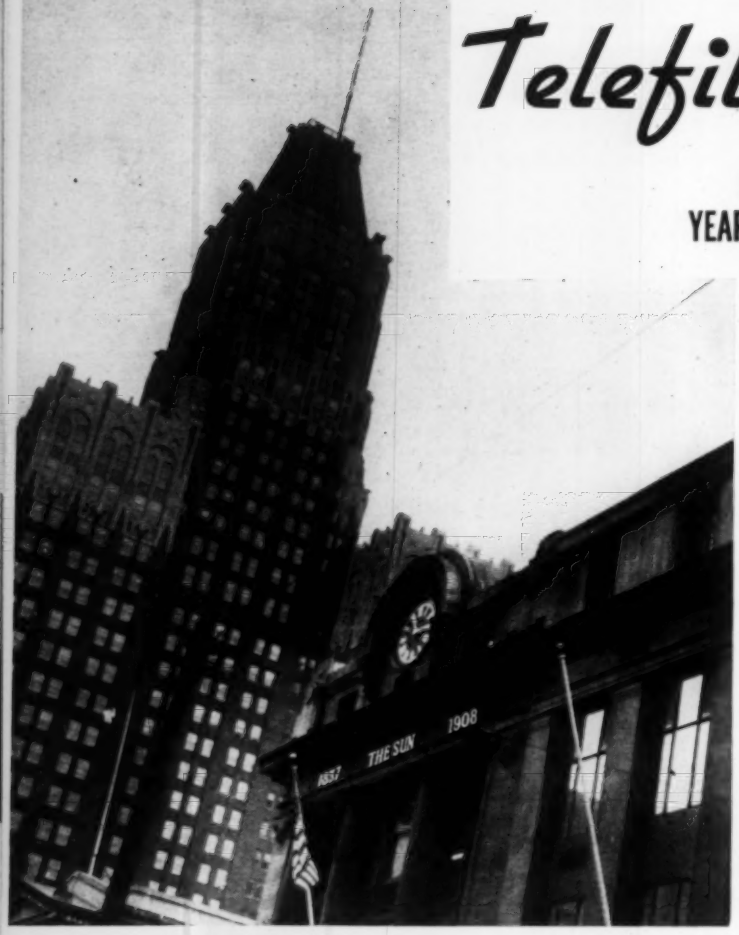
Telefile:

WMAR-TV ENTERS THIRD YEAR AS BALTIMORE TV PIONEER



By J. FRANK BEATTY

THE CITY of Baltimore, traditionally famed for its monuments, seafood and marble stoops, has a new and thoroughly modern claim to national fame. It is a television claim: Largest TV percentage of total radio audience.

WMAR-TV, the *Sunpapers*' video operation, proudly proclaims this Hooper finding and recalls that the number of sets in the city has increased from 1,600 to 88,000 in the two years the station has operated.

As the first TV station to take the air in the city—its second birthday was celebrated Oct. 27—WMAR-TV calculates there are 350,704 Baltimoreans watching television every day, figuring four viewers per set. That's only a few thousand short of the daily circulation of the two *Sunpapers*, and the newspaper end of the business is 112 years old.

The Hooper finding shows that video viewers accounted for 33.4% of the combined radio and TV evening audience in Baltimore during August and September. New York was runner up with 31.9% and the national average was 19.7%.

The *Sunpapers* are accustomed to doing things in a big way and have a million dollars invested in radio and television. Their prewar radio dreams culminated in postwar applications for AM, FM and TV stations. The TV application was filed March 7, 1946, and two months later the A. S. Abell Co., operating corporation, had itself a TV CP.

Neil Swanson, executive editor of the *Sunpapers*, had the station on the air Oct. 27, 1947, as one of the first dozen commercial TV operations in the United States. When the TV license was granted April 20, 1949, it became the seventh station to get this FCC document.

Late October apparently is a period of action around the *Sunpapers* extensive quarters. The Abell company selected this Oct. 26 as cornerstone-laying day for a vast new plant to house its newspapers. This project is to be completed next summer and WMAR-TV officials are licking their chops in contemplation of some choice square footage in the present three-building array.

The lone large WMAR-TV studio has all the latest equipment in its 1,340 square feet but station officials will feel a little easier about their 65-hour program week when more space becomes available. The transmitting end of the business is more amply housed on the 34th floor and in the cone of the Mathieson Bldg., a few steps away. This building is described as the tallest south of New York.

WMAR-TV has an FM affiliate, WMAR, separately programmed 97 hours a week and feeding during daytime hours a fleet of 60 buses equipped with transit receivers. An AM CP was granted by the FCC (1 kw on 850 kc unlimited) but the *Sunpapers* dropped it a year ago because there already were eight AM outlets in Baltimore, selection of a transmitter site was headachy and the station didn't want a third radio operation at that particular time.

Once the TV transmitter was in good working order back in 1947, the *Sunpapers* started looking around for a top-flight radio director. They selected Ewell K. Jett, an engineer of three decades experience and a member of the FCC who had joined the old Federal Radio Commission in 1929 as an engineer and had risen to a commissionership. Mr. Jett took over Jan. 1, 1948, and carries the title of vice president and radio director of the Abell company. Paul Patterson is president with William F. Schmick executive vice president.

On Mr. Jett's executive staff are Robert B. Cochrane, program director; Ernest A. Lang, commercial manager, and C. G. Nopper, chief engineer. Mr. Cochrane was obtained from the *Sunpapers* where he had been Tokyo bureau manager. Mr. Lang came from the *Sunpapers*' advertising department. Mr. Nopper was at WFBR Baltimore before the war, reaching WMAR-TV by way of RCA and Bendix.

In all, the staff comprises 96 persons. It's a stable operation, with scarcely any turnover. Six employes have been added in the last year, all for the transit end of the business. Thirty-eight members work on the technical side of the combined stations.

Four sponsors dominated the commercial schedule when WMAR-TV did its first programming Oct. 30, two years ago. They were Hub department store, Diamond Jim Brady, Joseph Zamoiski Co., Baltimore and Washington Philco distributor, and National Brewing Co. All have remained on the WMAR-TV customer list, especially National Beer which sponsors 8½ hours a week of WMAR-TV time.

Business has steadily increased.

* * *

Left—Bailey Goss in action on WMAR-TV Sports Parade.

Below—WMAR-TV's Two Custom-Built Mobile Units.

Mr. JETT

* * *

and WMAR-TV now has 79 sponsors compared to 58 a year ago. The station thus has enjoyed a 62.5% increase in number of advertisers in the last year, along with a rise of 286.2% in commercial hours and 236.36% in paid spot announcements. The Class A one-time hourly rate on rate card No. 4 is $400 compared to $200 two years ago.

Commercial programming in September totaled 116 hours 23 minutes (45.2%) compared to 142 hours 2 minutes of sustaining and another 108 hours 33 minutes of test pattern transmission.

* * *

GROSS TV income for the first nine months of 1949 ran 164.5% above the parallel period in 1948.

When WMAR-TV celebrated its second anniversary, it noted that 201 commercial programs were carried in September compared to 69 in September 1948. The increase in business has been steady and WMAR-TV's executives appear to be fondling occasional dreams in which the normal reddish tints of TV bookkeepers segue into blackish hues. They deny any such aspirations but admit under pressure that WMAR-TV's business progress is highly encouraging in this three-station television city (WBAL-TV took the air in February 1948 and WAAM (TV) celebrated its first anniversary last Tuesday).

WMAR-TV likes to talk about its "firsts," and has a long list of them. One of these is the *Sports Parade*, three-hour afternoon program which WMAL-TV Washington picks up off the air. The stations exchange off-the-air programs frequently. Bailey Goss and Jim McManus have developed many gimmicks and routines on the *Parade* and their following extends over a wide area. National Beer has an hour five days a week plus two hours on Saturday, with participants using the remaining time.

Baltimore is a "horse" town and the folks take their racing seriously. So WMAR-TV picks up Pimlico, Laurel and other tracks regularly with the aid of two mobile units.

The remote trucks have a two and a three-camera chain, along with ¾-ton air conditioning units and three 7000 mc microwave relay transmitters. They are used at Annapolis via a platform on one of the Navy's wireless towers. At the tree-surrounded Johns Hopkins field the relay is beamed through a 15-foot hole cut out of the foliage. Chief Engineer Nopper's crews have gone out on a total of 536 remote assignments, including 100 trips to the races, 69 basketball games and 102 wrestling matches. They make good use of a Zoomar lens carrying Serial No. 1.

As part of a news-minded operation WMAR-TV has recorded current history with vigor and without much regard for expense. The first TV news film was telecast on the station's first programming day two years ago and it has never missed a daily film edition. Over 180 miles of 16mm film have been processed in visually narrating thousands of stories.

The elaborate film department has produced eight series of documentaries, five of which have been used on CBS, with which WMAR-TV is affiliated. Subjects include slums, military operations and displaced Europeans.

Every Saturday evening an amateur show is picked up live from the stage of the Center Theatre, between pictures. Mr. Nopper's crew has only 10 minutes to set up and five to get off the stage after the program ends.

* * *

WMAR-TV boasts many success stories—a stack of them told weekly in quick form via white space in the *Sunpapers*. The Baltimore Window Shade & Awning Co., for example, is constantly astonished that its Miss Evans is kept busy all week answering phones because of one minute of advertising.

Last August Mr. Nopper handled the pickup and transmission from Johns Hopkins Hospital for TV color demonstrations in Washington, using CBS and Zenith-built color equipment. The WMAR-TV signal was picked up in Washington below the horizon.

The three-batwing TV antenna atop the Mathieson Bldg. was built at the rooftop level as a jack pushed it up through the cone. The antenna has a gain of 3.4. The RCA pylons also support an FM radiator, with top of mast 88 feet above the roof and 591 feet above the street. WMAR-TV claims it was first to use a break-front TV transmitter as it fitted the RCA equipment into the cone. It uses RCA equipment throughout. A microwave dish antenna can be aimed any direction from the transmitter room 80 feet below. Two 100-watt red lights welded to the tower can be controlled from below if the beacon fails.

Getting down to vital statistics, WMAR-TV operates on Channel 2 with 16 kw radiated power. It is represented by The Katz Agency. An offset carrier arrangement has been worked out with WCBS-TV New York to minimize interference.

TELEVISION EXPENSIVE

. . . Not when you can reach the great Chicagoland audience with WGN-TV for as little as $26.25

That's an amazingly low price . . . especially when you consider that television is the fastest growing, most effective sales medium in the world. Obviously, you can spend many times more, but it is possible to demonstrate your product in the living rooms of thousands of Chicago homes for this small amount.

Remember too, the number of Chicago television set owners is increasing—thousands a month. Many advertisers—local, regional and national—have recognized the tremendous potential of this ever-expanding audience. And more and more advertisers have turned to WGN-TV. Advertisers know WGN-TV is the station that's TOPS in technical equipment—TOPS in production "know how." As a result, WGN-TV is first in commercial time sold—first in local programming.

WGN-TV's advertisers are both large and small. There's a place for your sales message on television at a price you can afford, so join the trend to WGN-TV in Chicago—where Channel 9 is more than a number . . . it's a habit.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

Kathi's Daytime Success

Draws Women Viewers in A.M.

By BRUCE ROBERTSON

ON Nov. 1, 1948, a new video program, *Your Television Shopper*, made a tremulous debut on WABD (TV) New York as a half-hour Monday-through-Friday midmorning telecast. Like most of the other programs in WABD's inaugural daytime schedule, *Your Television Shopper* started out as purely sustaining. Furthermore, it started out at 10:15 a.m., a time then considered as anachronistic for a TV show as if it had been the year 1015 A.D.

By Oct. 31, 1949, 52 Mondays later, *Your Television Shopper* had become an established success. Its daily telecast time had stretched from 30 minutes to a full hour. Its list of participating sponsors had reached the SRO point, with a waiting list of five. And, on that day a New York department store, Saks 34th, paid the sincerest tribute to the program's success by assuming sponsorship of its first half-hour, across the board.

KATHI NORRIS, creator and conductor of *Your Television Shopper* on WABD (TV) New York, attributes her video success to being a wife and mother. She runs her daytime program on the theory that other busy housewives would like to know about the same new products she is interested in herself. Her indefatigable enthusiasm for the products she demonstrates on the air, her ability to entertain as she sells, or vice versa, have made her program an outstanding mail puller and sales maker. Now that *Your Television Shopper* is safely past its first anniversary on WABD, Kathi is planning a national extension of this local show over the DuMont TV Network.

Like most successful ideas, that on which *Your Television Shopper* is based is simple: All women love to shop. Few women have enough time to do all the shopping they would wish. The women whose shopping needs are greatest, housewives with growing families, have the least time for shopping because of the restrictions of their houses and families. Therefore, let them do their shopping at home by television.

Like most successful plans, that of *Your Television Shopper* is appropriate to the medium of its execution. Printed advertisements could picture household products; radio commercials could describe them; stores could demonstrate them to women present in the stores, but only television can make mass demonstrations to women at home and only daytime television can reach an almost all-feminine and therefore almost all-interested audience.

Like most successful programs, *Your Television Shopper* is easily produced. Two sets, simulating a living room and kitchen much like those in the homes of the program's viewers, provide suitable backgrounds for the display and demonstration of products of interest to mothers and housekeepers. These sets, which require no changing from day-to-day, are located at right angles, so that a camera can switch from one to the other with a simple 90 degree turn.

Like most successful creations, *Your Television Shopper* centers upon a personality, Kathi Norris, who conceived the idea, who conducts the daily hour-long telecast and who supervises what is the most important and by all odds most strenuous part of the entire operation, selecting the products to be telecast and the guests to be interviewed. During the program's first year on the air, Miss Norris has presented to her shoppers-at-home well over 4,000 articles, more than nine-tenths of them unsponsored, and interviewed some 600 guests. Starting out unaided, Miss Norris now has a staff of seven, with Babs Donnigan as coordinator.

* * *

EACH broadcast opens with Miss Norris seated at a kitchen table, inviting her audience to join her in a second cup of coffee, an invitation that leads naturally into a plug for Aborn Coffee, whose maker sponsors five participations in the program each week. From that point on, however, anything can happen. One program may be focused on a single theme, such as the early October telecast devoted to a preview of the new Christmas toys. The show's normal pattern, though, is for Miss Norris to show a variety of items, clothes, toys, kitchen gadgets and what-have-you.

Similarly with guests, she usually has two or three and talks to each for five minutes or so, but on occasion she has given almost all her time to an unusually interesting or important visitor. The range of guests on the program is as wide as that of the products shown, from national figures and names-in-the-news to experts in some branch of home economics and housewives who have run hobbies into profitable businesses.

Wilbur Stark, of Wilbur Stark-Jerry Layton Inc., video program production firm with 790 TV shows to its credit in the past two years, is producer of *Your Television Shopper*. From making an occasional appearance on the show, he has become a daily visitor, known to thousands of viewers as "Sweetie," as he is called by the program's star who in private life is Mrs. Wilbur Stark. Pamela Stark, aged three, also is an occasional guest on the show.

Never forgetting that her program is primarily a service show, Kathi Norris mentions the name, price and point of sale of every item she demonstrates. It would be difficult for a newcomer to the program's audience to tell which products are sponsored items on the program and which are not, except for a somewhat more informal treatment of the sponsored wares, with which her regular followers are of course familiar.

* * *

Kathi, Pamela and Husband Wilbur Stark celebrate Pamela's birthday.

In fact, when a non-sponsored item explains itself through being seen, Kathi's description often sounds like a one-minute commercial of name, price and store, while the sponsored goods may provide part of the show's informal entertainment. For instance, on a recent broadcast Kathi and "Sweetie" got into a half comic, half serious discussion of soup making which, while not pointedly commercial, kept all eyes focussed on Habitant Soups for perhaps five minutes.

* * *

NOW that the first half of the program is sponsored in its entirety by Saks 34th, all items

(Continued on Telecasting 13)

WITT TO CBS

Latest KTTV (TV) Change

HARRY W. WITT, general manager of KTTV (TV) Hollywood, has resigned to rejoin CBS Hollywood on Nov. 15 in a "special television developmental assignment," it was announced Thursday by CBS and the *Los Angeles Times*.

Mr. Witt

Norman Chandler, president of KTTV Inc. (51% owned by the *Times* and 49% by CBS), did not announce Mr. Witt's successor but Harrison Dunham, attorney for the newspaper, is expected to be acting manager pending a permanent appointment.

Howard S. Meighan, CBS vice president and general executive, declined to elaborate on the specific nature of the appointment of Mr. Witt, who before joining KTTV was assistant general manager of CBS Hollywood. Mr. Witt joined CBS in 1936 as sales manager of KNX Los Angeles, having previously served as manager of KGB San Diego and sales manager of KHJ Los Angeles.

Others Who Left

Four members of the KTTV staff had resigned previously, including Robert Forward, program director; Charles Bulotti, production director; John Decuir, production designer and Ted Stell, set designer. Mr. Forward has been replaced by Bob Purcell, formerly public service director.

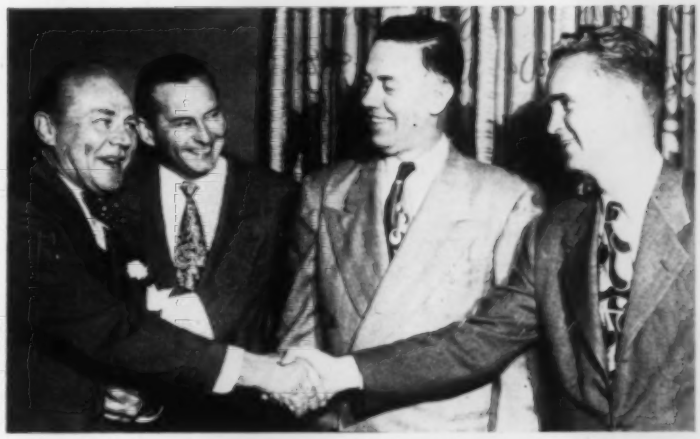
Published reports that the changes indicated dissatisfaction between CBS and the *Times* were denied by Mr. Meighan on his return to New York. He said: "There is not the slightest grounds for comment concerning any disagreement between CBS and the *Los Angeles Times*."

'CRUSADE' FILM

For Local Sponsorship

RE-EDITED copies of ABC-TV's *Crusade in Europe* are being made available for local sponsorship to the network's affiliates, starting the second week in January 1950.

According to Murray C. Grabhorn, ABC vice president, the network, which has exclusive video rights to the series, will present it again in response to public demand. The first showing of the 26 episodes was sponsored on the network by *Time* and *Life* magazines. Because of the marked increase in the number of video viewers since the series' inception, it was felt the additional set owners should be given an opportunity to see the program. Several new ABC-TV affiliates also have requested the repeat telecasts, Mr. Grabhorn said.



COMEDIAN Charles Ruggles (l), star of new *The Ruggles* show on KECA-TV Hollywood, is welcomed to ABC television by Robert Laws (r), the network's Western Div. general sales manager. Group includes (l to r) Mr. Ruggles; Don Lauritzen, president of Rockett-Lauritzen agency; D. B. Lewis of Lewis Food Co., sponsor of program for Dr. Ross Dog Food, and Mr. Laws.

TV AUTHORITY

Screen Extras Join SAG In Opposition

LINING up with its big brother—the Screen Actors Guild—the Screen Extras Guild last week announced its opposition to the proposed shape of the Television Authority plan being evolved by the International Board of the Associate Actors and Artistes of America.

In a letter to its members, SEG attacked TVA first on the grounds that "it would be completely or almost completely controlled from New York." It also pointed out that TVA would require "new dues to do work you can do now as a member of Screen Extras Guild." And it warned members of the sapping effect the new "super union" would have on their present organization.

Meetings are now being held in many cities across the country to explain to actors the need for a Television Authority to serve as one big union for video talent. The meetings are being held in advance of a Nov. 16 session of the 4A's International Board at which creation of the TVA may come to a vote.

Definition Differences

Essence of the differences between the live and film unions arises from the definition of film. SAG contends that live performances are those which air directly upon presentation as well as those which are kinescoped for one showing in non-cable cities. Likewise the "live" unions recognize theatrical film as the province of the film unions.

The source of debate arises from what the two groups have come to identify in discussions as "the grey area." SAG contends that all programs which are kinescoped with the intent of more than one showing per market marks them as a film result, regardless of the technical process which made it possible. The live unions are reluctant to concur with this.

While this is not a present problem, SAG intends to get this clarified from the beginning. In this respect, SEG joins SAG, additionally rankled by "the minimizing of its interest" in the various discussions inspired by the Eastern "live" unions.

Admitting its stand alongside of SAG, SEG scores TVA "as an unholy jurisdictional raid . . . warning the selfish promoters of the proposed Television Authority that the film guilds will resist . . . this attempt to build a new empire wielding control over all actors."

The newsletter contends that SEG and SAG have offered "complete cooperation with any branch of the 4A's selected to handle union affairs of performers in live television shows." And it further reports that "mutual interchangeability for television" has been offered to avoid payment of additional dues in working back and forth between live and film. Both film guilds reportedly also have offered to "submit to impartial mediation."

They also warn of the dire consequences which would result "from forcing a jurisdictional war on all performers." They recognize that in such a state of performer affairs all would "suffer." In view of this they report to their membership that both guilds "have appealed and will continue to appeal to the promoters of Television Authority to settle the dispute in peaceful manner."

The Screen Actors Guild is due to meet Nov. 13 in its annual membership meeting.

The live actors unions, seeking to establish the TVA, are: American Federation of Radio Artists, Chorus Equity, Equity Assn., American Guild of Variety Artists and American Guild of Musical Artists.

TV AUTHORITY

4A Board Postpones Vote

INTERNATIONAL board of the Associated Actors and Artistes of America, in a meeting in New York Oct. 26, ducked putting to a vote the creation of a Television Authority until Nov. 16.

Instead, a resolution postponing until that date action on the TVA, which would be one big union for all video talent, was offered and passed unanimously.

The motion to postpone thus got the "live" actors and the film actors in agreement at least on a "not right away basis." It has been the disagreement between these two groups over TV film jurisdiction which has stymied efforts to launch the TVA.

Before the Oct. 26 meeting, it was freely predicted that a motion to bring the TVA into being, regardless of opposition of Screen Actors Guild and Screen Extras Guild, would be made. Once in being the TVA would mediate its differences between itself and the screen players, it was believed.

Apparently to head off the scrap that has been developing between the 3,000 screen players and the 30,000 live actors (the latter, members of Actors Equity Assn., Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists) the motion to postpone was offered. The resolution, according to Paul Dullzell, 4A's president, stated action to postpone was being taken "to preserve continued unity among 4A's unions in the interests of the public and of our entertainment profession."

The board also decided that during the three weeks postponement of action on TVA, membership meetings of all 4A's unions will be called in 12 key cities "to afford a forum for full discussion by all sides of the current issues, and to educate all 4A's members on the problems and methods of organization in the new field of television."

Such membership meetings are to be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

TV No Robber

YANKEE STADIUM sold out for the pennant-deciding game between the New York Yankee and Boston Red Sox despite reported 62.2 rating for WABD(TV) New York by The Pulse Inc., New York, on the game's video audience. The rating is believed to be the highest ever reported on a regular season baseball telecast, according to the station, disproving claims by some members of organized baseball that TV robs the stadium box-office.

XUM

Color Tests

(Continued from Telecasting 3)

vestigate the various color systems "for a number of years" if necessary, in order to perfect a sound commercial system.

The DuMont president charged that, in the current proceeding, "for the first time, the Commission is asking the industry to do something it is not ready to do."

He said "the manufacturers and broadcasters who have developed television to its present state of public acceptance are being accused of holding back color television for their own selfish interest," but that "I do not believe this is so."

His testimony brought sharp questioning from Comrs. Robert F. Jones and Frieda B. Hennock, who have been outspokenly critical of witnesses opposing prompt color authorization.

Dr. DuMont said he didn't regard converters as a solution to the problem, and that if the CBS system were adopted then "factory recall," or else the establishment of factory-controlled service stations throughout the nation, would be necessary to make the change-over for existing sets.

Recalling Sets

For a manufacturer today, he said, the necessity of recalling sets to the factory in many cases "would put him out of business."

He said RCA's system does not provide reception which compares with the quality of present-day black-and-white, and "to my mind it has a long way to go before it can provide a satisfactory picture."

His objections to both the RCA and CTI systems were that "they are too complex and have extremely difficult registry problems." He said neither these nor the CBS system has been adequately field-tested, and he also scored CBS's for difficulties involved in converting sets having tubes larger than 12½ inches.

Neither Dr. DuMont nor Dr. Goldsmith thought much color progress would be made "until experimental stations get on the air and transmit test patterns and programs on a regularly scheduled basis."

Under questioning by Comr. Paul A. Walker, Dr. DuMont said he might "go along" with the CBS color principles if the 525-line standard were followed.

Consider TV Status

The DuMont chief made plain that he thought FCC should consider the present status of the television industry and the people working it in. Uncertainties about color and the VHF freeze, he said, have resulted in DuMont not scheduling the amount of increase in set production that it had anticipated for next year. He said its transmitter division personnel is being reduced from about 300 to about 100.

Dr. Goldsmith's testimony for the most part was in presentation of the prepared statement and exhibits which he tendered the week before [BROADCASTING, Oct. 31].

He said DuMont is working on a direct-view tube and also has offered to purchase the patent rights to the one described by Dr. Charles Willard Geer, U. of Southern California physics professor, earlier in the hearing. Dr. Geer, he said, "was loath to accept" the offer but DuMont does not consider it a pressing matter because "we are more interested in the tube's technical developments."

Indeed, he thought the direct-view tube may not be the ultimate answer in color TV. "There may be other inventions which would make the tube obsolete," he said.

Dr. Goldsmith reported that DuMont is working on several potential color techniques, attempting to combine "the best points of each while adding new developments."

He said DuMont has a patent pending on certain phases of development of a direct-view tube and, in another connection, disclosed that "negotiations are now under way with Polaroid which may lead to patent rights."

No hearing is scheduled today (Monday). Sessions resume Tuesday and continue through Thursday afternoon. FCC had hoped direct testimony would be completed by that time, but it appeared some sessions might be needed the following week.

Dr. Lee DeForest, inventor of the vacuum tube, and U. A. Sanabria, his associate, are slated to testify on behalf of American Television Inc., picture tube manufacturer and owner of American Television Institute of Technology. Additionally, some of the witnesses already heard are scheduled to return for presentaion of additional testimony.

Revised Schedule

Under the revised schedule of the hearing, which FCC originally hoped to complete in three weeks, sessions will be recessed following the completion of direct testimony until Feb. 6. At that time CTI will present its official demonstration, with further comparative showings starting Feb. 8, and cross-examination beginning Feb. 13.

The Commission plans to announce this week the "type of further information which the proponents of the color television systems will be required to present upon the resumption of the hearing."

A NUMBER of lung operations telecast via WDSU-TV New Orleans highlighted the 13th Congress of the International Society of Surgery in the Crescent City last month. The operations, performed at Charity Hospital, were shown to members of the congress in an improvised theatre in a hotel several blocks away. All equipment in the operating room was sterilized and cameramen, announcers and engineers were dressed in surgical dressing gowns and masks. The telecasts were closed circuits sponsored commercially by Sharp and Dohme.

COLOR TV

No 'Acceptable' System Devised—Bonfig

NO "acceptable" system of color television has been devised, H. C. Bonfig, vice president of Zenith Radio Corp., told members of the Kansas City, Mo., Co-op Club Tuesday at a meeting in the President Hotel.

"There is no answer now as to when we will have commercial color TV, for there is no system with which the public and the industry can live," he asserted. Mr. Bonfig's company manufactured for CBS three color receivers, which were demonstrated last month to the FCC, and has produced several for medical groups.

After an "acceptable" system is developed, Mr. Bonfig said, it will require field testing, "A long, tedious process of designing and manufacturing commercial color transmitters, and the equally complex job of developing and building color receivers at a price within the public purse." He pointed out that Zenith had learned that "nobody, anywhere, knows what color sets will cost."

Describing how Zenith built 22 sets for CBS at a contract price of $1,000 per set, he explained that the firm lost $15,400 on the order, despite its experience in color for several years. Manufacturing cost alone was $1,700 each.

Calling for a system of color which will be compatible with black-and-white, Mr. Bonfig said the public should be able to get "at least" a good black-and-white picture from colorcasts on receivers now installed, and that sets should be able to be converted "at moderate costs."

Turning to other aspects of TV, Mr. Bonfig termed programming, "with its production headaches and high costs, the biggest worm in the apple. Television is an economic monstrosity, because of its spectacular popularity coupled with enormous losses experienced by telecasters," he said.

"The only solution," according to Mr. Bonfig, is to give TV a Hollywood movie and a box office, both of which would be supplied by the firm's exclusive pay-as-you-see Phonevision system," he said. He cited three separate surveys made by Zenith which show that "an overwhelming majority of Americans would be glad to pay for new Hollywood movies in their home TV screens."

CBS REPLIES

Ready With Color TV Now

CBS IS READY with a color TV system now and could offer it to the public within a few months after FCC authorization, Frank Stanton, CBS president, said Tuesday.

His statement was in reply to the contention made by H. C. Bonfig, vice president of Zenith Radio Corp., that no "acceptable" system of color television has been devised (see separate story).

Dr. Stanton said "it is misleading to compare the cost of handmade models with those produced," thus turning to Mr. Bonfig's report that 22 color receivers made by Zenith for CBS for demonstration purposes cost $1,700 each to manufacture.

The CBS president continued: "Manufacturers have testified before the Commission that color sets can be made on a mass production basis at a cost only slightly in excess of comparable black-and-white sets. For example, a set giving a 10-inch color picture is estimated to retail at $220.

"I am sure that if the Communications Commission authorizes the CBS color television system, manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

KLAC-TV BOOST

Starts Daytime Schedule

STARTING today (Monday), KLAC-TV becomes the second Los Angeles area station with a daytime schedule. KFI-TV, pioneer all-daytime operation telecasts seven days per week six hours per day.

In making the announcement, Don Fedderson, vice president and general manager of KLAC-TV, said the five-weekly format would be informal, featuring Al Jarvis, disc m.c. in his long established *Make Believe Ballroom* (1-5:45 p.m. PST). Daytime schedule will not affect the nightly telecasting which will continue, according to Mr. Fedderson. However, he pointed out that the addition of the daytime segment will boost the station's weekly hours of telecasting in excess of 50, thereby surpassing KFI-TV's present local high of 42 hours weekly.

Film commercials will not be accepted, Mr. Fedderson stated, contending that all commercials will be live at the following basic rates: 15 seconds—$13; 30 seconds—$16; 60 seconds—$19; two minutes of demonstration—$25.

The move is reportedly activated in part by a desire to introduce more advertisers to the medium and at prices which they can afford through use of established disc jockey format spotted with guest appearances of recording and other talent. It is felt that cost of production will be held to the barest minimum.

DON LEE ON COLOR

'Not Practicable' Yet—Glett

"DON LEE wants color, invites color and looks forward to color but is now satisfied that it will not be practicable for some time to come," Charles Glett, Don Lee Broadcasting System TV vice president said on his return to Hollywood from the color hearings in Washington.

Extending his remarks Mr. Glett said, "we are now devoting our full efforts to the black and white plans which were held in abeyance pending developments in color telecasting. Full steam ahead on them is our immediate course of action."

But Mr. Glett said television will never reach its peak until color is added. Some of the demonstrations in Washington he said were "eye-openers in their beauty and import."

TV Relay Link

CONSTRUCTION is under way on a radio relay link between Dayton and Indianapolis which will take network television to Indianapolis about October 1950, Bell System authorities report. Link will be connected at the same time with projected coaxial cable from Indianapolis southward to Louisville.

'FORTUNE' ON TV

Freeze, Hearings Surveyed

COMPREHENSIVE survey of the current television freeze and hearings before FCC is presented in the November issue of *Fortune* by Lawrence P. Lessing, member of the magazine's board of editors. The article's "central proposition" is that TV's immediate postwar allocation was premature.

Mr. Lessing also draws a number of general conclusions about the leadership within the radio industry itself and the FCC. His discussion in part draws upon the controversial background of the reallocation of FM and its relation to TV from a political as well as engineering standpoint.

The writer states that after extensive investigation he is "convinced of the rightness of the 'premature' argument" in the allocation of TV to limited VHF channels. "The central proposition here," he says, "is that with patience, hard work, and possibly two years of delay right after the war, the FCC and the industry could have built a sounder, less chaotic TV system in the higher frequencies. It is an open question whether there would have been any *net* delay as of now, for it took the industry about two years after the present TV system was settled back in 1945 to get into mass production."

"The radio industry as a whole could stand some statesmanship," Mr. Lessing concludes.

"As for the FCC," the writer states, "it is even more badly in need of reform." He asserted that the Hoover Commission recommendations "for reforming procedure and raising the membership calibre of regulatory commissions" should be applied "first and foremost to the FCC."

WOAI-TV TO CBS

Brings TV Network Total to 54

WOAI-TV San Antonio, Tex., has signed an affiliation agreement with CBS-TV, and will join the network effective Sunday, Dec. 11. Addition of the Texas station brings to 54 the total number of CBS affiliates.

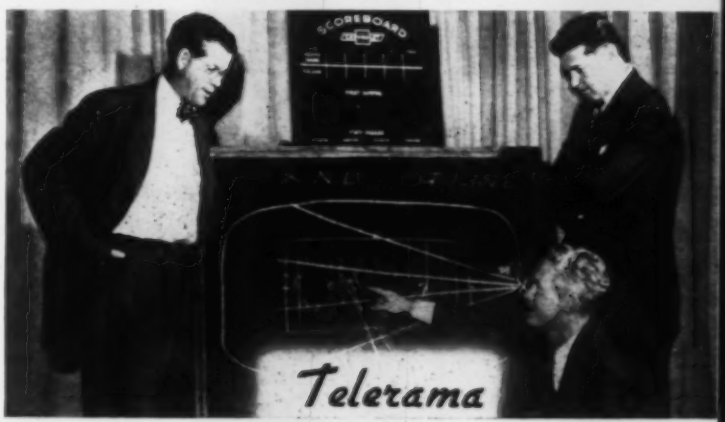
The station, assigned Channel 4, is owned and operated by Southland Industries Inc., with Hugh A. L. Halff as president and general manager. It also is affiliated with NBC-TV.

WBAL-TV Honored

HEARST ENTERPRISES, Baltimore, received the American Legion's 1949 National Citation Award, in ceremonies held in Sheraton Belvedere Hotel Oct. 27. Legion's top national award for service to handicapped veterans honored Heart Enterprises, Baltimore *News Post*, *Sunday American* and WBAL-TV.

KFI-TV Los Angeles Sportscaster Tommy Harmon (seated, r) contracts for football season series with Firestone Tire & Rubber Co. of California. Approving are Leonard Firestone (seated l), president of concern; Chase Traweek (standing, l), retail stores mgr., and C. M. Barnes, sales mgr

FOOTBALL players are not the only ones who study chalks and have "skull practice." Don Cook, WGN-TV Chicago field dir., points out to Les G. Arries (l), DuMont TV Network sports dir., and Leo Langlois, of Campbell-Ewald agency, the camera range he uses.



SIDNEY N. STROTZ (l), NBC vice president, chats with Ross D. Siragusa, pres. of Admiral Corp., during Mr. Siragusa's first West Coast visit on which Mr. Strotz served as personal escort. Mr. Strotz also congratulates Mr. Siragusa for his purchase of TV show *Lights Out*.

SELECTED as television's "handsomest profile," George E. Putnam (r) of DuMont's *Headline Clues* program is awarded one of the first new Hickok profile initial buckles and belts, launching, "Profile Initial Week." Leo Schiff, vice president of Hickok Mfg. Co., makes award.

"CARROTS" gets paid off with Mason Dots as contract is set for new *Mr. Magic & Carrots* TV show sponsored by Mason, Au & Magenheimer Conf. Mfg. Co. L to r: Jerry Law, producer; Franklin W. Dyson, Moore & Hamm Inc. acct. exec.; Mr. Magic (Norman Jensen), and Fred Magenheimer of Mason Candy.

IT'S the air route for special tube delivery to WRGB (TV) Schenectady, N. Y., from the General Electric plant in Syracuse as B. W. Cruger (l), assistant to the engineer in charge of broadcasting, receives tubes from the pilot after plane landed in the Mohawk river directly behind the TV studios.

Telestatus

ARB Four-City Ratings

(Report 84)

WITH the 1949 fall television schedule in full swing, Milton Berle continues to be high man on the rating totem "poll." Arthur Godfrey, with his *Talent Scouts* program, ran second in Baltimore, Philadelphia and New York, with *Toast of the Town* taking second place in Washington. These facts are disclosed in a survey of the Oct. 16-23 period just released by the American Research Bureau, Washington.

The firm, which now operates in all four cities, uses the viewer diary method for its surveys. Five hundred diaries are placed in each city and a completely new sample is chosen for each study. Random sampling is done in each city until 500 TV set owners are located. Diaries are then placed by mail several days before the test weeks. American Research Bureau interviewers then contact the home the day before the testing period to make sure the family understands the diary's purpose and how to keep it. Later in the test week the family is again contacted to make sure no difficulties have developed.

ARB ratings for specific programs give the percentage of the total number of diary families viewing that program. It is possible to project the rating figures to the approximate size of the audience per city by multiplying the number of TV homes in the city by the percentage rating and by the number of viewers per set. A viewers-per-set figure is included for the top rated programs in each time segment. The audience composition—by men, women and children—is supplied for the same programs (Table II).

Milton Berle received his highest rating in Philadelphia where, according to ARB, 77.6% of the set owners were viewing his *Texaco Star Theatre* (Table I). In Baltimore the rating was 73.2 with New York, 68, and Washington 64.1. *Godfrey's Talent Scouts* also received its highest rating in Philadelphia, 62.9, with Baltimore and New York following at 57.7 and 51.2, respectively. In Washington, where the program rated third, 45.2% of the set owners were viewing. *Toast of the Town* was Washington's second most popular TV program during the test week, with 45.7. The same program was third in Baltimore and New York and fourth in Philadelphia.

Stop the Music, which has dropped from its highly rated radio position of last spring, is fairing better televisionwise. The program is placed third in Philadelphia by ARB, with 56.5, and is fourth in Washington, fifth in Baltimore and eighth in New York.

Although not at the top of the list, children's programs are included in the top 10 for all four cities covered by American Research Bureau. In Washington, the Sunday presentation of *Hopalong Cassidy* took eighth place with 35.2 and *Frontier Theatre* tied (with *Original Amateur Hour*) for tenth place with 33.9. One children's program rated in the top 10 for Baltimore—*Super Circus* with 37.3. Philadelphians placed *TV Teen Club* as eighth with 48.1 and another program designed for the small fry, *Frontier Playhouse*, was ninth with 47.9. The Sunday morning *Children's Hour* ranked tenth in New York with 32.8, the only kid's show in the top 10.

Not only is the *Texaco Star Theatre* the leader in share of audience, it also is one of the tops in viewers per set. In New York there were 4.65 viewers per set during the hour-long show. Only program to outrank it in this respect was *Super Circus* which averaged 5.05 viewers per set in New York.

A comparison of the program rating and viewers per set tends to show a negative corollation—that is the programs with the highest ratings do not always have a large number of viewers per set. *Super Circus* is a good example. The program, with its 5.05 viewers per set, has a rating of only 11.65—not outstanding when compared with other children's programs in New York. Sports telecasts also follow this trend quite noticeably with many programs showing a high number of viewers per set and a low rating.

New York Pattern

A study of the number of sets in use in New York shows a very definite pattern in televiewing Monday through Friday. From the start of the telecasting day until approximately 6 p.m. the sets in use show a steady rise. At six there is a sharp drop and this trend continues until 6:30 or 7:00, depending on the day. A slow increase in sets in use is seen until eight when a very marked jump is evidenced. Between eight and ten the figure is consistently high but figures for individual time periods depend on the programs presented. From 10 until signoff the sets in use decline.

Saturday and Sunday televiewing in New York does not show such a definite pattern and is probably more dependent on the programs presented. Saturday afternoon is shown by American Research Bureau to be relatively stable in both sets in use and viewers per set. Football telecasts were the predominant fare during this period. As the games ended sets in use dropped until late afternoon when the children started watching their programs. Viewers per set also increased at this time. After a decline for the evening meal the sets started coming on again and the viewers per set also increased. Although not as many sets were in use on Saturday night, the viewers per set were generally higher than during the week.

Sunday morning viewers rated the *Children's Hour* very highly when only one station was on the air. In the afternoon another single station was in operation, showing only film. Viewing during this time was fairly constant although not avid. At 5 p.m. three stations were telecasting and sets in use and viewers per set increased markedly. Between 6 and 7 p.m. sets in use declined but viewers per set remained above 3.5. The sets then started coming on again and followed approximately the pattern of viewing during the week. Viewers per set, however, generally remained higher according to American Research Bureau.

TABLE I

AMERICAN RESEARCH BUREAU TOP 10 PROGRAMS

(Oct. 16-23)

Washington		
1.	Milton Berle (Texaco Star Theatre)	64.1
2.	Toast of the Town	45.7
3.	Godfrey's Talent Scouts	45.2
4.	Stop the Music	44.9
5.	Redskins vs. Bulldogs	42.8
6.	Godfrey and His Friends	40.0
7.	TV Playhouse	38.8
8.	Hopalong Cassidy (Sunday)	35.2
9.	Fireside Theatre	35.0
10.	Original Amateur Hour	33.9
10.	Frontier Theatre	33.9
Baltimore		
1.	Milton Berle	73.2
2.	Godfrey's Talent Scouts	57.7
3.	Toast of the Town	52.9
4.	Godfrey and His Friends	51.9
5.	Stop the Music	50.2
6.	Olsen & Johnson	49.7
7.	Suspense	45.7
8.	Super Circus	37.3
9.	Wrestling (WMAR-Tuesday)	33.5
10.	Cavalcade of Stars	32.5
Philadelphia		
1.	Milton Berle	77.6
2.	Godfrey's Talent Scouts	62.9
3.	Stop the Music	56.5
4.	Toast of the Town	56.4
5.	Godfrey and His Friends	50.7
6.	Cavalcade of Stars	49.4
7.	Original Amateur Hour	48.6
8.	TV Teen Club	48.1
9.	Frontier Playhouse	47.9
10.	Suspense	46.8
New York		
1.	Milton Berle	68.0
2.	Godfrey's Talent Scouts	51.2
3.	Toast of the Town	50.0
4.	The Goldbergs	43.5
5.	Godfrey and His Friends	43.0
6.	Olsen & Johnson	34.1
7.	Studio One	33.5
8.	Stop the Music	33.4
9.	Suspense	32.9
10.	Children's Hour	32.8

* * *

TABLE II

SAMPLE PERIOD FROM THE AMERICAN RESEARCH BUREAU NEW YORK REPORT

(Saturday, Oct. 22)

Time	Program	Station	Rating	Audience Composition: Men	Women	Children (under 16)	Viewers per set
8:30-8:45	Film Feature	WCBS-TV	8.3	33	37	30	4.1
	Mixed Doubles	WNBT	6.7	36	36	28	3.0
	Spin The Picture	WABD	1.7				
	Paul Whiteman	WJZ-TV	16.3	31	40	29	3.9
	What Happens Now	WOR-TV	1.7				
	Four Star Showcase	WPIX	6.3	39	40	21	3.8
	Feature Film	WATV	3.3				
	Sets In Use		44.3				
8:45-9:00	Film—Playhouse	WCBS-TV	9.0	34	38	28	3.7
	Mixed Doubles	WNBT	6.7	36	36	28	3.0
	Spin The Picture	WABD	1.7				
	Paul Whiteman	WJZ-TV	16.3	31	40	29	3.9
	What Happens Now	WOR-TV	2.0				
	Four Star Showcase	WPIX	5.3	38	38	24	3.8
	Feature Film	WATV	3.0				
	Sets In Use		44.0				

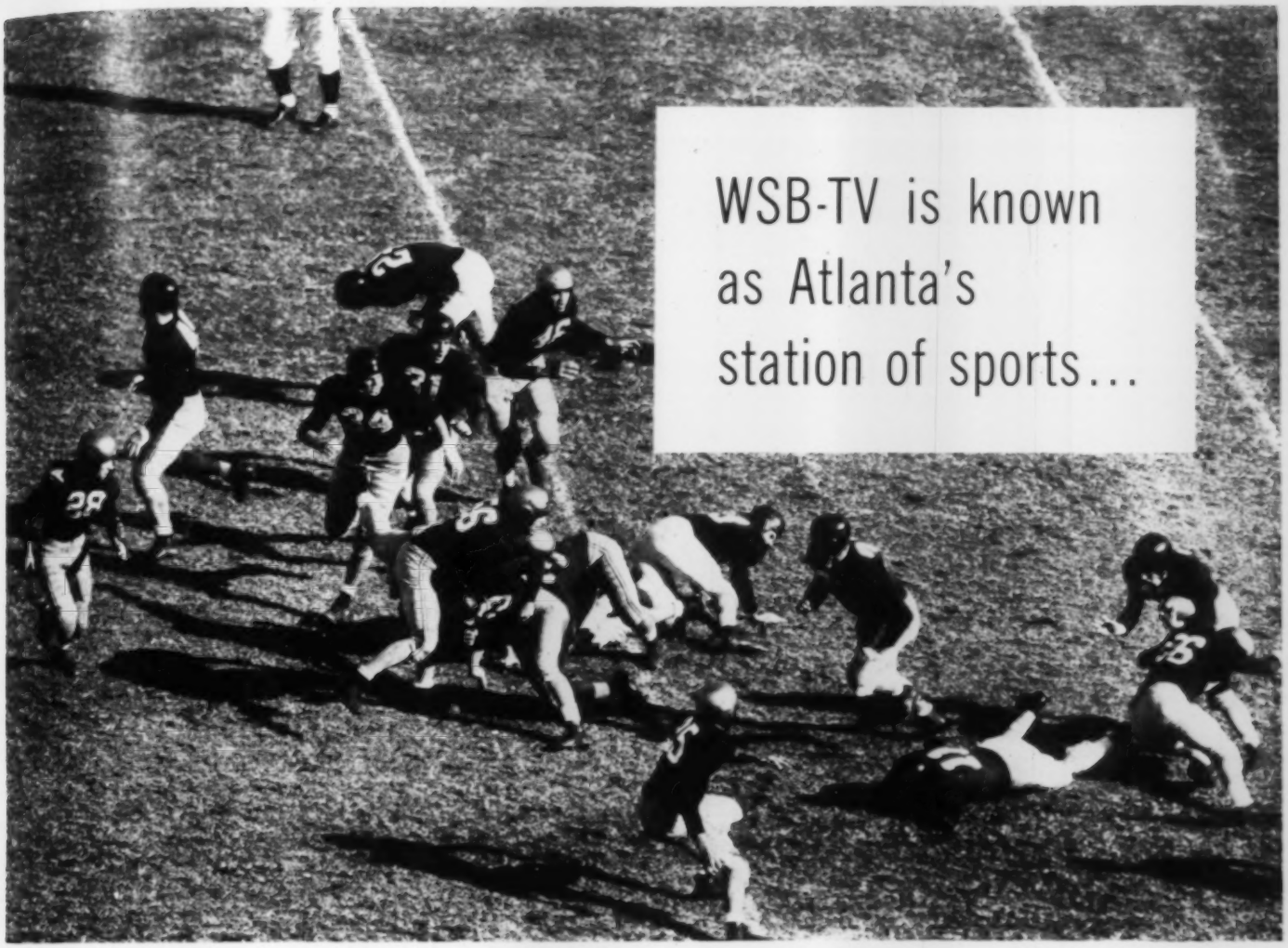
TV SET SURVEY

Buying Obstacles Cited

THE major obstacles to owning a television set seem to be (1) financial and (2) a belief that the new medium is still in a developmental stage, according to a sampling survey conducted in the Washington metropolitan area by the American Research Bureau. The query was made during the current FCC color television hearings in Washington.

Interviewers reported that many prospective buyers hesitated to buy a set because they feel a lot of refinement is still necessary to give them better reception, eliminate flicker and reduce eye strain. Questioners also were told of a belief that the whole structure of TV is in flux and the set they buy today may be outmoded tomorrow, particularly as regards color vs. black-and-white.

The distribution of reasons for the absence of a TV set, percentage-wise: Financial 44%, not interested at this time 22.2%, waiting for technical improvements 11.8%, waiting for program improvements 5.1%, waiting for color 4.7%, expecting to buy in near future 4.1%, eye strain 3.2%, miscellaneous 4.9%.



...but WSB-TV's 23 live studio shows weekly is the line-up that really carries the ball

All games of Georgia Tech's famous Ramblin' Wreck football team are telecast exclusively by WSB-TV.

But no sports program *alone* can tie up a television audience like WSB-TV has done in Atlanta.

For the local flavor that sustains interest and builds station loyalty, WSB-TV currently averages 23 live studio shows weekly. Many are participating .... with Georgia children, teenagers and adults.

Acceptance for this brand of programming has been overwhelmingly favorable . . . so much so that WSB-TV's ratio of preference over any other television operation in the Atlanta area is one of the most outstanding in America. A Petry man can tell you all about it. Ask.

wsb-tv

ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

XUM

GREIG RESIGNS

Leaves DuMont for WHUM

HUMBOLDT J. GREIG has resigned as director of new business development for the DuMont Television Network to devote full time to WHUM Reading, Pa., of which he is president and, with his wife, majority owner.

Mr. Greig

Mr. Greig joined DuMont in June 1948 as sales manager of the network's key station, WABD (TV) New York, subsequently becoming assistant network sales head and then director of new business. Prior to joining DuMont, he had been with ABC for several years, last serving as assistant to the vice president in charge of sales.

No replacement for Mr. Greig is planned at DuMont in line with the network's streamlining to conform with today's TV economics. Other executives who have left the network within recent weeks include Leonard Hole, formerly director of DuMont network operations, and Tony Kraber, who was manager of program presentation.

Mr. Greig and his wife acquired controlling interest in WHUM in 1947 from six other stockholders. Mr. and Mrs. Greig already held a minor interest in the station at the time. WHUM is a CBS outlet, assigned 250 w fulltime on 1240 kc. Licensee is Eastern Radio Corp.

PACKAGE FIRM

Pickford, Rogers, Boyd Form

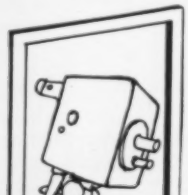
MARY PICKFORD, her husband, Buddy Rogers, and Mal Boyd, Hollywood television producer, have formed PRB Inc., a personal management and television and radio packaging firm, with offices at the penthouse of 745 Fifth Ave., New York. The company's telephone number is Murray Hill 8-1067. (Mary Pickford Rogers is an applicant for television stations in Asheville, Winston-Salem and Durham, N. C.)

Miss Pickford, one-time film great, is one of Hollywood's most successful investors with interests in Samuel Goldwyn Studios and a principal ownership of United Artists Corp.

Mr. Rogers, former film star, is currently doing a five-a-week radio show for ABC and will start on Jan. 4 a new ABC-TV program, *Buddy Rogers Showcase*.

Mr. Boyd, producer of television shows in Hollywood and New York, is president of the Television Producers Assn. of Los Angeles.

While the new firm is expected to deal primarily with personal management, it also will devote its packaging efforts to production of shows to fit the talent it represents.



Reel Takes

R. JOHN HUGH

LIKE FATHER like son can appropriately be applied to young R. John Hugh, head of the TV film producing firm, Hugh Productions Inc., Washington.

Ralph J. Hugh, John's father, was president of a British film firm in London, where John was born Feb. 24, 1923. The firm, British Author Productions, was composed of J. Conan Doyle, Rafael Sabatini and Sir Hall Caine. Ralph Hugh prior to that was general manager of First National Pictures—now Warner Brothers.

Mr. HUGH

In addition to a father who produced films, there was other talent in the family—musically and showwise. John's mother sang at Covent Garden and an aunt, Margaret Romaine, was with the Metropolitan Opera. Another aunt, Hazel Dawn, was the famed "Pink Lady" of the Lee Shubert Broadway production.

The Hughs came to New York in 1933. John began his radio and producing career at CBS as a page boy in 1939. Young Hugh regularly sent a script (his own) to Earl McGill, then a CBS producer, and just as regularly got it back marked with bright red pencil, "crummy," "lousy," "no good" and some unprintable remarks. Persistence won out however and when one script wasn't returned John followed it up. The idea had clicked and he was given a studio, a few musicians and cast and production began on *Half Hour Before Midnight*, a horror series. The show went on wax and was distributed nationally.

During this period John sent a telegram to a very well known Hollywood actor asking for some assistance on a show he was producing. The wire was misinterpreted and because it had emanated from CBS, the actor thought it was a request to appear on a special show. When he arrived in New York and found there was no show the repercussions were great—and John became an announcer at WHIT New Bern, N. C.

* * *

FOLLOWING his career as announcer and then program director at WHIT, John was for a short time program manager for a Blue Network affiliate, WCBT Roanoke, and then joined Kenyon & Eckhardt, New York, as agency producer. He produced the *Gil Martin Show*, *Irene Beasley Show* and *Crumitt and Sanderson* among others.

With Hamilton M. O'Hara, a friend, he decided to do some research on the much berated commercial, and they formed the O'Hara-Hugh Showcase, a production firm. John was considered the youngest producer in the business at that time. The format of their presentation was to serve the commercial as part of the show, thus making it more palatable. Another idea which met with great success was John's *Sand* program on WINS New York. Designed to sell a soft drink, it described the agonizing thirst of a man in the desert and ended with a one line commercial—"Drink ice-cold Coca-Cola."

* * *

First television series produced by John were for DuMont in New York. Immobility of TV cameras gave him the idea that film would play a major role in TV programs. That and the tremendous need for low price film of good quality for television started John Hugh along this line.

Hugh Productions Inc. was incorporated four months ago, after a year of extensive research, planning and market investigation.

Penny and Pete, a 39 episode series of a young couple in a small town, now in production, is slated for some 23 video stations throughout the country. Immediately following the filming of *Penny and Pete*, the firm will start a horror series based on John's original *Half Hour Before Midnight*. Plans also are underway for a musical as well as an hour long version of a popular novel to which Mr. Hugh has obtained rights.

R. John Hugh is married to actress-writer Kay Todd who plays a role in *Penny and Pete* and is a contributing factor to the success of Hugh Productions Inc. John's sister, Elizabeth Hugh, not to be outdone by brother John, started the Guild Theatre in New Orleans and is currently active in TV with WDSU-TV there.

WOC-TV OPENS

Iowa's First TV Station

IOWA received its first video station with start in programming by WOC-TV Davenport Monday, Oct. 31 [BROADCASTING, Oct. 31.] Station had been on the air with test pattern and multiscope since Oct. 1 and telecast commercially Oct. 6.

During the first week of regular programming, a documentary film, prepared by the WOC-TV staff and tracing the station's history and its metropolitan area, was shown daily. Until the relay system between Davenport and Chicago is completed, Manager Ernie Sanders said, NBC programs by kinescope recordings, feature films and local studio production shows will be shown. Thirteen of the latter are now in final production stages.

WOC-AM-FM-TV studios and offices are now located in a renovated mansion, with transmitter facilities for all three operations, located six miles outside Davenport. A 130-foot tower at the studio site relays the signal by microwave to the transmitter.

Production equipment includes two studio camera chains, two remote camera chains coupled with a remote truck, and two film cameras to receive projectors and the multiscope.

Open house is planned for this week (Nov. 5-13) featuring dedicatory programs and congratulatory messages from the mayors of the Quad-Cities (Davenport, Rock Island, Moline and East Moline). WOC-TV operates on Channel 5 (76-82 mc) with power of 22.9 kw visual, 22.9 aural. It is licensed to Central Broadcasting Co.

FILM MANUAL

Facts on TV 16mm Use

16MM SOUND MOTION PICTURES. A Manual for the Professional and the Amateur. By William H. Offenhauser Jr. New York: Interscience Publishers Inc. 592 pp. $10.

ABOUT a fourth of all air time today in television is taken up with 16mm film. This is one of the many film facts revealed in the manual, *16mm Sound Motion Pictures*, for the amateur and professional.

Other facts contained in the book are: More 16mm film is being used today than any other motion picture size; it is the leading consumer of raw stock in the country; about a quarter-million persons in the nation use 16mm film in some form professionally or as amateurs. The book points out that advertising has made the 16mm size an indispensable medium.

Author Offenhauser, president of Filmtexts Inc. and a leading sound film recording engineer, devotes a full chapter of the book (12 chapters) to television use of 16mm film. Other sections deal with the making of such a picture; its characteristics; emulsion problems; cameras and equipment; sound recording; editing; storage; processing; projection; color and industrial applications.

Kathi's

(Continued from Telecasting 6)

shown during that 30 minutes are chosen from the stock of that store by Kathi and her staff of shoppers. The second half continues as before, with a limit of six participations by non-competing advertisers.

Program currently advertises, in addition to Saks 34th, Aborn Coffee—five participations a week, placed by Donahue & Coe; Goodman's Noodles—three participations a week, placed by Al Paul Lefton Co.; Gravy Master—three a week, through Samuel C. Croot Co.; Jane Parker Bakery Div. of A & P—five a week, through Paris & Peart; Habitant Soups—three a week, through Sheldon, Quick & McElroy; Plasta Starch—three a week, through Al Paul Lefton Co.; various McKesson & Robbins products—three a week, through J. D. Tarcher & Co.; Revere Copper & Brass kitchen utensils—five a week through St. Georges & Keyes.

Those participations add up to 30 a week, or six on each of the five telecasts, with a waiting list of would-be sponsors when time becomes available. Participations are priced at $100 apiece with no frequency discounts, but subject to agency commission.

A mail puller from the start, *Your Television Shopper* received an average of 462 letters a week during its first month on the air. The average for the first six months was 973 letters a week, for the second six months the average was 1,341 a week. Much of this mail naturally concerned non-sponsored products, many letters containing checks or money to purchase these items, a development which has led Kathi to become a personal shopper as well as a television demonstrator of new things for her video followers.

* * *

FOR its sponsors the program has produced spectacular results. Coty Inc., as a test last May let Kathi offer a sample of "Muguet de Bois" and set aside 500 samples to meet the anticipated demand. The single mention pulled 12,262 requests (and a renewal from Coty's).

Boonton Plastic Dishes, advertised on TV as the best way to prove their unbreakability, received 6,000 requests for a miniature sample offered on the program.

Fashion Frocks, seeking women agents to sell dresses to other women, last spring participated in the program, ran completely out of sales kits, signed more women to the dollar than in over 40 years of advertising in newspapers, magazines and radio. This company returned to the program for its fall drive.

Jiffy-Stitcher, hand stitching machine selling for $2.95 got 156 phone orders from one participation on *Your Television Shopper*, sold more than 300 machines, worth over $885, in two days. Ludwig-Baumann in June offered on this program only a complete dinner ensemble, china and silver, for $19.95, got six phone orders totaling $119.70 five minutes after the participation; other mail and phone orders made the campaign completely self-liquidating.

Since A&P began using this show for Jane Parker bread, sales of this line have increased between 5,000 and 6,000 loaves a week in the WABD area.

Kathi does her selling in her own way, not using set stylized commercial copy but learning the salient points of each article participating on her show and delivering them in keeping with the tempo of that day's program, varying her sales talk from day to day.

This flexible, informal method of performance makes life tough for the show's director, Dick Sandwick, as he has to follow Kathi both on the monitor and through his earphones to keep the camera abreast of her action. But the program's results on WABD have provided Charles R. Abry, DuMont TV network salesman with a lot of help in his new assignment of promoting the development and sale of the show as a network program, planned as the next step in its progress.

Weekly Television Summary

Markets, Stations and Sets Per Market

Based on Nov. 7, 1949 BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	17,000	Station
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec.Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	223,610	Elec. Assn.
Charlotte	WBTV	7,000	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	35,000	Distributors
Cleveland	WEWS, WNBK	87,741	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport* Quad Cities	WOC-TV	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	128,522	Distributors
Erie	WICU	8,200	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV	17,500	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	4,608	Distributors
Houston	KLEE-TV	8,500	Distributors
Huntington	.....	1,000	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV	15,755	Station
Lancaster	WGAL-TV	13,769	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	9,910	Station
Miami	WTVJ	9,700	Station
Milwaukee	WTMJ-TV	41,147	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	7,748	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	15,453	Distributors
Rochester	WHAM-TV	7,500	Station
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	49,500	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	15,104	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	KOTV	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	69,550	TV Circ. Comm.
Wilmington	WDEL-TV	17,886	Dealers
Total Markets 56;	Stations 89;		Sets 2,674,835

* Quad Cities include Davenport, Moline, Rock Island, East Moline.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

KISSINGER FIRM

Forms Radio-TV Production

RICHARD D. KISSINGER, formerly production manager of TV Films Inc., New York, has organized Kissinger Productions, with offices at 1650 Broadway, New York. The new firm will specialize in films and recordings of commercial spots and package shows for radio and television.

From 1945 through 1948, Mr. Kissinger was personnel manager and musical supervisor for Perry Como's *Chesterfield Supper Club* on NBC.

Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.
CHICAGO 2, ILL.

AGREEMENT is signed by Paul Raibourn (l), president of Paramount Television Productions Inc., and J. Leonard Reinsch, managing director of WSB-TV Atlanta and WHIO-TV Dayton, under which the Cox-owned stations will be regularly supplied with Hollywood-tested TV programs.

L. A. VIDEO

Berle Tops Pulse Survey

NETWORK programs led the list in the first Los Angeles television survey issued last week by The Pulse Inc.—with the *Texaco Star Theatre* as kingpin for an October high of 40.8.

The Milton Berle show not only topped the once a week programs but also the multi-weekly shows, utilizing the survey days of Oct. 1, 2, 13, 14, 17, 18, 19 and employing a base of 150 TV homes, per survey day.

Among the once weekly presentations following the *Texaco Star Theatre* were USC-Washington football game (ABC) 28.8; *Toast of the Town* (CBS) 27.5; *Ed Wynn Show* (CBS) 23.7; *54th Street Revue* (CBS) 23.2; *TV Teen Club* (ABC) 23.0; *Cavalcade of Stars* (DuMont) 19.2; Wrestling (KTLA), *Think Fast* (ABC), *Blind Date* (ABC) each drew 17.7.

It is significant to note that the only programs among the first 10 of this group, except for sports, are all network programs. Additionally, all the network programs are via kinescope except the *Ed Wynn Show* which airs live in Los Angeles and is presented via kinescope elsewhere in the country.

Among the multi-weekly shows, *Kukla Fran & Ollie* (NBC) leads with 11.2 followed by *Cowboy Thrills* (KTLA) 10.5; *Time for Beany* (KTLA) 10.5; *Telescouts Club* (KTLA) 10.0; *Handy Hints* (KTLA) 8.8; *Mohawk Showroom* (NBC) 7.6; *Cowboy Slim* (KTTV) 7.4; *Newsreel and Weather* (KNBH) 7.2; *Burritt Wheeler* (KFI-TV) 6.7; *Playtime* (KTTV) 6.7.

Among the multi-weekly programs where little network programming is currently available, both *Kukla, Fran & Ollie* and the *Mohawk Showrooms* appeal to children in this group, the exceptions being the newsreel, *Handy Hints* and *Burritt Wheeler*. The latter program is the only daytime program which makes its way into the listings via KFI-TV, all-daytime stations.

Selling TV Time

PORTABLE TV sets are being used successfully by time salesmen of WAAM (TV) Baltimore to sell television as an advertising medium to local merchants, the station reports. Each salesman, equipped with a Motorola 7" receiver screen, visits merchants and demonstrates how they can tie in WAAM programs with commercials of their own. Actual viewing of possibilities on the screen of the portable, which can be plugged in anywhere and has its own antenna, carries an impact that usually results in a sale, WAAM claims.

O'BRIAN NAMED

Gets Atlas Television Post

ROBERT W. O'BRIAN, formerly with General Electric Co., where for the past year and a half he was acting supervisor of promotion and publicity for WRGB-TV and WGY Schenectady, has been named vice president of Atlas Television, New York television film packager.

Mr. O'Brian, who started in radio as an announcer, will handle the preparation and production of film for video.

Ballantine Buys

P. BALLANTINE & SONS, Newark (beer and ale), effective Jan. 4 will sponsor Robert Ripley's *Believe It or Not* on NBC-TV, Wednesday, 9:30-10 p.m. J. Walter Thompson Co., New York, is the agency.

TELERATINGS

Berle, Godfrey Top List

MILTON BERLE and Arthur Godfrey once more lead the fall TV audience listings. *Texaco Theatre* on NBC-TV and *Arthur Godfrey and His Friends* on CBS-TV took first and second place, respectively, in the September Top Ten TV-Network Teleratings released Oct. 24 by C. E. Hooper Inc., New York.

The top ten figures, as contained in the full TV-Network report, follow:

1. Texaco Star Theatre (16 NBC TV-cities)	73.7
2. Arthur Godfrey and His Friends (34 CBS TV-cities)	39.8
3. Philco TV Playhouse (16 NBC TV-cities)	37.7
4. Stop the Music 8-9) (13 ABC TV-cities) (8-8:30 p.m.) (11 ABC TV-cities) (8:30-9 p.m.)	37.7
5. Colgate Theatre (15 NBC TV-cities)	34.9
6. Suspense (13 CBS TV-cities)	34.3
7. Chevrolet Tele-Theatre (16 NBC TV-cities)	32.7
8. Fireside Theatre (17 NBC TV-cities)	30.9
9. Morey Amsterdam (25 DuMont TV-cities)	29.5
10. Crusade in Europe (30 ABC TV-cities)	29.1

CBS-TV CHANGES

Wood, Fates Get New Posts

BARRY WOOD and Gil Fates, CBS-TV producers, have been appointed to new supervisory positions in the network's program department, it was announced last week by Charles M. Underhill, Program Director.

Mr. Wood, with CBS-TV since 1948, was named production supervisor for CBS musical shows, coordinating all musical programming. He will be responsible for budget and production administration and for the quality and character of shows. Mr. Fates, with CBS-TV since 1941, becomes supervising director of daytime shows, to be responsible for such strips as *Homemaker's Exchange, Vanity Fair* and *Lucky Pup*.

TV EXCHANGE

NBC, French Agreement Set

EXCHANGE agreement covering newsreel films for television was entered into fortnight ago by NBC and French Television.

The agreement, under which all newsreels produced by the French company's cameraman in Paris and the provinces will be available to NBC and all NBC staff-produced newsreels available to French video, was made between William F. Brooks, NBC vice president in charge of news and international relations; Vladimir Porche, director general of Radio Diffusion Francaise, and Jean Luc, program director for French Television.

Plans for a speeded-up extension of the long-standing agreement between NBC and BBC for a similar newsreel exchange were worked out in London, where Mr. Brooks met with Norman Collins, head of BBC, and Philip Dorte, BBC television director.

TV TARIFFS

FCC Orders Hearing

ORAL ARGUMENT was ordered by FCC last week for Nov. 28 in the controversial TV transmission tariff case involving American Telephone and Telegraph Corp., Western Union Co. and leading TV interests. The proceeding has been underway for more than a year.

Further briefs in the case also were received by the Commission from AT&T, Philco Corp. and Philco Television Broadcasting Corp., and Television Broadcasters Assn. All deal with the proposals, and oppositions to, suggested charges and regulations for television transmission services and facilities [BROADCASTING, Oct. 24]. Intercity network service is included.

Philco attacked AT&T's exceptions to FCC's proposed report in the case [BROADCASTING, Sept. 12] as not being true exceptions based on errors in the record. Philco said the telephone company "exceptions" are "simply an attempt to re-argue matters previously submitted" and that the further tariff proposals or modifications which AT&T submitted are not even of record. TBA offered similar criticism.

AT&T, in its additional brief, disputed Western Union's earlier contention regarding interconnection of TV facilities and explained interconnection can be allowed only through further proceedings before FCC, as the Commission has indicated.

NBC Spot Mailing

ATTRACTIVE mailing by NBC Spot Sales is being sent to potential television advertisers. Large folded card is faced with drawing of homes topped by familiar TV roof antenna. On card is a tab with statement by James V. McConnell, director of NBC Spot Sales, to the effect that the advertiser's product can now be demonstrated in thousands of homes simultaneously while a few years ago the cost of product demonstration in homes was prohibitive. When the card is opened, the question is asked: "Would you spend 45 cents for a thousand home demonstrations?" Copy explains that a product, using TV spots, can be demonstrated for 1/20¢ while individual home demonstration costs $2 per individual showing.

Simulcast Extended

AFTER three NBC telecasts of *Band of America*, Mon., 9:30-10 p.m., Cities Service Co., has authorized the continuation of the TV series from the original four-week test period to a full 13 weeks. A simulcast of the veteran NBC AM program—video coverage was inaugurated Oct. 17—will now run through Jan. 9. Ellington & Co., New York, is the agency.

PANORAM VS. TV
NAVED Hits Tax Issue

THE tavern owner may be hopping mad at the customer who sips a ten cent beer most of the night viewing video, but the National Assn. of Visual Education Dealers, operators of Panoram in public places, is equally riled because its 16 mm. sound films are federally taxed 20% while TV is not.

In a petition filed with the Commissioner of Internal Revenue in Washington, NAVED asks, "Why tax a 16 mm. film showing 'in person,' and not tax a showing of the same film via television? Either television showings should be taxed, or 16 mm. showings should not be taxed."

The Panoram dealers admitted that TV competition, "even if there were no tax differential," will inevitably result in a reduction of some of their business. However, they continued, although TV has its advantages, NAVED members would be in a better position to compete with video if "the present inequitable tax advantage which has been granted to television is removed."

ROACH APPOINTED
Is NTFC Coordinator

WILLIAM S. ROACH of the law firm of Weisman, Grant & Jaffee, New York, and vice president of National Television Film Council, has been named coordinator of NTFC committees by Melvin L. Gold, group's president.

Mr. Roach will integrate the activities of committees, headed by the following chairmen:

Distribution Committee — chairman, John Mitchell, United Artists Television; vice chairman, W. W. Black, Official Television Inc.; Production Committee — chairman, Henry Morley, Dynamic Film Inc.; vice chairman, Jules Bricker, Screen Gems Inc.; Television Station Committee — chairman, Robert Paskow, WATV (TV) Newark; vice chairman, Helen Buck, WCAU-TV Philadelphia; Membership Committee—chairman, Jerry Albert, United World Films; vice chairman, William Holland, Hyperion Films Inc.; Television Film Clearance Bureau—chairman, Paul White, International Trans-Video Inc.; Television Film Production Clinic —chairman, J. A. Maurer, J. A. Maurer Inc.; Program Committee—chairman, Irwin Shane, "Televiser" magazine; vice chairman, Helen Buck. Sally Perle, NTFC secretary and formerly chairman of the press relations committee was named press representative for the council. Miss Perle owns the Mesal Organization, an advertising agency. All are New York firms.

TRAVIESAS NAMED
Heads TBA Commercial Group

HERMINIO TRAVIESAS, CBS-TV sales service manager, has been appointed chairman of the commercial operations committee, Television Broadcasters Assn., it was announced last week by J. R. Poppele, WOR New York vice president and TBA president.

Mr. Traviesas will supervise completion of the standard TV rate card form and standard facilities contract, under preparation by the group for more than a year.

HAPPY group, after the premiere of *Ford TV Theatre* via CBS-TV, includes (l to r) actor Frederic March, Ford Advertising Manager Ben Donaldson, Lilli Palmer, and Kenyon & Eckhardt Vice President Bill Chalmers. This season the Ford show is seen every other week.

Film Report

RICHARD ROFFMAN, public relations counsel and radio commentator and Richard D. Griffith, midwestern radio and television producer, have formed **Roffman-Griffith Enterprises**, New York, new firm to offer low cost package video shows. Specialization will be on audience participation, interviews, forums and contests. Offices of company are located at 140 W. 42nd St.; telephone is Lackawanna 4-4617.

Television Production Service, Los Angeles, has completed series of six one-minute live action films for television for **Greenspot Inc.** (orangeade). Agency: **Philip J. Meany Co.**, both Los Angeles. . . . **Belmont Film Productions Inc.**, 1350 Old Country Road, Belmont, Calif., announces it is now producing 16mm motion pictures for television (also available for industrial and commercial use). Reels are in black-and-white or color—sound or silent. **Jay Gould** is president of firm.

Stellar Productions, Hollywood, 6532 Sunset Blvd., is another new film company producing television packages. **Jim Holt** and **Art Laboe** head outfit. Firm starting production on series of three-minute shorts, *Disc-Jocketts*, featuring disc emcees, for national distribution. . . . **Official Films Inc.**, New York, distributor of movie features for home use only, is negotiating with **Allen Funt**, producer of *Candid Camera* show on CBS-TV for non-theatrical, non-TV rights to "Candid Camera" films.

Impact Television Films, Hollywood, has completed series of 10 one-minute TV film spots for **Regal Amber Brewing Co.**, San Francisco. Agency: **Abbott Kimball Co.** of **California**, Hollywood. . . . **Elmo Williams** is president of new video film firm which has recently opened offices at 1153 N. Highland Ave., Hollywood. . . . **Telefilm Inc.**, Hollywood, through **Ross, Gardner & White**, preparing three one-minute films for **Berman's House of Style**, same city. . . . **Polaris Pictures**, Los Angeles, has completed three one-minute film spots for **Studebaker Corp.** Agency: **Roche, Williams & Cleary Inc.**, Chicago.

Fifty-two Hollywood film thrillers are being telecast by **WBKB (TV) Chicago** three nights weekly for a year. Format devised by station has film separated into three sections, for telecasting Tuesday, Wednesday and Thursday, with money prizes going to viewers able to identify murderer after each segment. . . . **Eversharp Schick Injector Razor** is being plugged on TV with series of four 20-second film commercials produced by **Sarra Inc.**, through **Biow** agency. Spots, used as station breaks, combine cartoon animation, stop-motion and live action demonstration with musical background.

Truman Unification

COMPETITION was forgotten for at least one day in the St. Paul Minneapolis market last week. On Thursday—"Truman Day" for the area—President Harry Truman spoke in the St. Paul Auditorium and local competing stations, WTCN (TV) and KSTP-TV, collaborated in telecasting the speech.

THANKSGIVING
Longines Plans Simulcast

LONGINES-WITTNAUER Watch Co., New York, will sponsor a special hour-long simulcast on Thursday, Nov. 24 at 6 p.m. for Thanksgiving Day.

The company will merge its two regularly sponsored network shows, *The Choraliers* and *The Symphonette* for the program on CBS and CBS-TV.

More than 100 musicians and singers will participate in the show. A corps de ballet is being trained and special film sequences are being produced to tell the visual story of Thanksgiving Day, 1949.

The program will be produced and directed by Alan Cartoun. Eugene Lowell, director, and Mishel Piastro, conductor, will share musical honors. Victor A. Bennet Co. Inc., New York, is the agency.

TV MONITORS
'Private Eye' On Sale

TELEVISION Utilities Corp. of New York has announced its latest TV monitors, trade-marked "Private Eye," are now ready for marketing. Company officials said the first campaign will be aimed at broadcasting stations where tests of the first 30 units have been underway for some weeks.

Equipment incorporated into the unit includes a synchronizing system and a video frequency response out to 4½ mc plus or minus 1 db or better, and is equipped to operate on input voltage range.

COMMONWEALTH
Currently Serving the Nation's Leading TV Stations
OFFERS
200 SILENT AESOP FABLE CARTOONS
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1950 BROADCASTING YEARBOOK

Yes, BROADCASTING's YEARBOOK is basic with buyers. Why? Because it's the time-buying Baedecker, combining copyrighted material with indispensable data key buyers determinedly dog-ear. BROADCASTING YEARBOOK, often imitated, never equalled, has been THE reference source for buyers since 1935.

Only in the YEARBOOK will the buyer find a complete, integrated directory of all AM-FM & TV stations . . . total radio and TV billings . . . spot advertiser directory . . . economic analysis of radio advertising . . . audience and program trends (Hooper & Neilsen) . . . directory of agencies and their radio accounts . . . and many, many more valuable departments.

Your single YEARBOOK ad is a veritable 12 months' campaign. Regular rates. Please reserve space, collect, today.

Advertising deadline: Dec. 1, 1949

Guaranteed Circulation: 17,000

One time rates: ⅛th page, $70; ¼—$120; ½—$200; page—$350. Frequency discounts for all current advertisers.

870 NATIONAL PRESS BLDG. • WASHINGTON, D. C.

Telecasting ← *Insert*

Pull Out for Filing

UNESCO PROGRAMS

Shafto Reports on Plans

NEW TYPES of programs designed for greater educational and entertainment value are being planned by UNESCO for use in all countries, G. Richard Shafto, general manager, WIS Columbia, S. C., said in Paris Oct. 27.

Programs were discussed by the UNESCO Radio Program Commission as it considered problems of broadcasting station encountered in furthering educational, cultural and scientific activities of UNESCO. Mr. Shafto, American delegate to the conference, said the programs would achieve greater value than previously has been possible. Series deals primarily with children.

Also being planned are facilities to enable broadcasters to produce their own shows based on UNESCO material and along the documentary vein. Expense is expected to be less with UNESCO disseminating the scripts than the cost incurred through use of current recorded programs, Mr. Shafto said.

Subcontract To Page

SUBCONTRACT for supervising installation, equipment and testing of all electronic equipment in the Voice of America shortwave broadcast relay station now under construction in Tangier, I. Z., Spanish Morocco, has been awarded to E. C. Page, consulting radio engineer, Washington, D. C. Station, one of the largest installations of its kind, will have two 50,000 w and four 100,000 w transmitters and a receiving station to receive and rebroadcast programs from the U. S. Prime contractor is Steers-Grove, New York.

KY. MEET

Bowling Green Nov. 14-15

FALL MEETING of the Kentucky Broadcasters Assn. will be held at the Helm Hotel in Bowling Green Monday and Tuesday, Nov. 14 and 15. Plans were worked out in an executive committee session with Ken Given of WLBJ and Paul Huddleston of WKCT, both Bowling Green stations.

Monday's events will begin with a morning session of KBA directors followed by a noon general session and another later in the afternoon devoted to sales problems and moderated by J. W. (Bill) Betts of WFTM Maysville. The Associated Press Radio members will meet at 4 p. m. Monday and an hour later KBA will be the host at a cocktail party. Dr. Earl Moore of Western State College will be the main speaker at dinner Monday evening.

Tuesday's sessions include a morning discussion on wages and hours and a program clinic with Mr. Huddleston as chairman. A luncheon scheduled for 12:30 that day is to be followed by a general business session and annual election of officers.

STUDENTS' DAY

Pupils To Take Over KCRG

YOUTH is scheduled to break into radio activities at KCRG Cedar Rapids in a big way this spring. On a certain day, yet to be announced, teenagers will perform the duties of every staff member from announcer to station manager.

Mr. Wagenvoord

While the "oldsters" supervise, the youngsters, students at Cedar Rapids High School, will undertake tasks which daily confront the radio staff on and off the air. The idea is to mark 11 years of organized radio activity in the Cedar Rapids public schools under supervision of Opalee Barnard, director of radio.

KCRG, managed by Fred W. Wagenvoord, worked out the plan with the Radio Workshop Committee and leaders in the city public school system. Cedar Rapid's schools have been doing radio work since 1938 but this is to be the first time that students will have an opportunity to take part in every phase of commercial radio activity.

KOME Remodels

KOME Tulsa, Okla., in preparation for its switch to 1300 kc with power of 5 kw day, 1 kw night, has remodeled the studios and business offices in the KOME Bldg. with a basic color scheme in coral and green. KOME now operates on 1340 kc with 250 w. Increased power is scheduled to go into effect within 30 days. KOME is licensed to Oil Capitol Sales Corp.

NEIL CLINE

Named WHAS Sales Manager

NEIL CLINE, former sales manager of KTBS Shreveport, La., assumed his new duties as sales manager of WHAS Louisville last Thursday. His appointment to the new post was announced Oct. 28 by WHAS Director Victor Sholis.

Mr. Cline

Prior to the war, Mr. Cline was in the *Louisville Courier-Journal* and *Times* promotion department and afterward with the WHAS sales staff. Mr. Cline replaces Rodney Will, acting sales manager since the resignation last August of J. Mac Wynn, who became advertising director of the *Atlanta Journal*. Mr. Will becomes WHAS regional sales manager.

WNOK New Studio

WNOK Columbia, S. C., has begun operations in its new studio location at the Hotel Jefferson, 1811 Main St., Columbia, according to Manager Moody McElveen. Station has been on the air since January 1947 and is affiliated with MBS.

Management

ERNEST WATSON, former sales manager of KBIX Muskogee, Okla., named station manager. WALLY WEBER, member of station's sales staff, named assistant manager. Former Manager J. I. MYERSON continues his association with station as director and assistant to president.

ARVO HAAPANEN, former chief engineer of KDAC Ft. Bragg, Calif., appointed general manager of KBLF Red Bluff, Calif.

JIM NEIDIGH, Seattle radio veteran, named manager of KRSC Seattle.

F. H. ELPHICKE, general manager of CKWX Vancouver, B. C., serving as campaign chairman for Vancouver Community Chest.

Radio Week in Canada

CANADIAN STATIONS marked National Radio Week Oct. 29-Nov. 5, with special broadcasts including round table discussions on the air on the part private radio stations are doing and on special community activity broadcasts. Other activities included special talks at local functions; local officials were interviewed on the stations; school children wrote essays on broadcasting for special awards, and other promotion activities.

We are now

50,000

WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S
better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

XUM

Commercial

JOHNNY CARLSON, former announcer at KJR Seattle, appointed commercial manager of KELS Kelso, Wash.

BERNICE KRULA joins sales staff of WORZ Orlando, Fla.

WILLIAM STROTHMAN, former chief announcer for KGVO Missoula, Mont., rejoins station as account executive after year's absence.

THOMAS O. HOPKINS, formerly with Kenneth Banghart Productions, New York television producer, and Curtis Publishing Co., joins radio department of Branham Co., New York, station representative.

WALTER S. BATES, formerly sales manager at Brooklyn office of R. H. Donnelley Corp., joins sales department of WHLI-AM-FM Hempstead, L. I., as account executive.

DICK WALSH, formerly commercial manager of KAFY Bakersfield, Calif., and before that with KCIL Houma, La., is same capacity, joins KGER Long Beach, Calif., as account executive.

JOHN BROOKMAN named assistant to **JOHN WEHRHEIM,** NBC Chicago TV business manager. Mr. Brookman joined station's staff year ago as accountant, and was later transferred to AM production.

MALCOLM E. KENNEDY appointed to sales staff of WTTM Trenton, N. J. He formerly was with WIP Philadelphia, WKDN Camden and was former manager of Philadelphia office of Forjoe & Co., national radio representative.

HENRY SCHAEFER, former manager of WENR Chicago's spot sales service department, joins station's sales staff.

LARRY SHEPHARD, disc jockey for KAYA Waterloo, Iowa, appointed to sales staff.

GENE GRUBB joins sales staff of KXOB Stockton, Calif.

NORMAN C. LAMB, winner of summer work scholarship to KEX Portland, Ore., appointed fulltime account executive for station.

WILL DOUGHERTY, account executive at WSRS Cleveland, and Leni Gross have announced their marriage.

WALTER S. HOLDEN, account executive at MBS Chicago for four years, resigns to join sales staff of *Seventeen* magazine.

WLS CHICAGO recorded 22 five-minute discs with commentary by foreign surgeons attending recent American College of Surgeons meeting in Chicago for release to State Dept. and its *Voice of America*.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

BUSINESS IS GOOD!

IN THE NATION'S

MOST STABLE MARKET

BE FIRST with KELO

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

BMB DATA

Timebuyers' Need Cited

REQUESTS from advertising agency timebuyers to BMB-subscriber stations for information about their neighbor non-subscribers will provide the most convincing evidence that agencies really want and use BMB data and the most convincing argument for continuing BMB, Dr. Kenneth Baker, acting president of BMB, said Wednesday. Speaking to a luncheon meeting of the American Marketing Assn. at New York's Shelburne Hotel, Dr. Baker gave a progress report on BMB's second nationwide study of station and network audiences.

Chief differences between this year's study and the first one, made by BMB in 1946, Dr. Baker said, are this year's inclusion of more information about frequency of listening and the decision to supply data on non-subscriber stations to and through subscriber stations with overlapping coverage. This decision means, he explained, that an advertiser or agency wanting full data on all stations in a market can get it from any of the BMB subscriber stations serving that market.

"Agency request," he declared, "will convince stations that BMB data are wanted and used. And until they are convinced, they won't put up another $1 million for another BMB study."

BBC PERSONNEL

N. Y. Staff Cut to 14

PERSONNEL in the New York office of the British Broadcasting Corp. has been reduced 50%—from 29 to 14—as an aftermath of the devaluation of the pound, according to an announcement last week by Norman Luker, BBC's North American director, on his return from London.

Executives leaving the BBC include Harold F. Burns, head of administration; Heleyne Pauling, in charge of facilities and traffic, and Alice Stamatas, publicity director.

4-H Recordings

RADIO Farm Directors should contact their Extension editors or State 4-H leaders if they want recorded interviews from the National 4-H Congress, slated to convene in Chicago Nov. 27. Radio committee, which will headquarter at the Stevens Hotel, will furnish tape recordings to directors who are unable to attend, according to the Agriculture Dept.'s Office of Information. Transcription service will be similar to that offered last year, with recording room and tape recorders but no engineers. RFDs are asked to send tape and instructions to Joe Tonkin, National Committee on Boys and Girls Work, 59 E. Van Buren St., Chicago 5.

WCHV'S TOWER

Withstands Plane Crash

A LIGHT plane flying in fog hit the sturdy, 391-foot tower of WCHV Charlottesville, Va., Saturday, Oct. 29, and crashed into a woods nearby killing all of its three passengers including a circuit court judge. WCHV Manager Randolph Bean said the collision caused no actual interference with the station's broadcast at the time and lighting remained intact.

A structural engineer estimated damage could be repaired within a week to 10 days. The tower is a Blaw-Knox special type CFN Insulated and was erected in the fall of 1948 by Herbert C. Koeppe of Frederick Tower Erection Co., Frederick, Md., who, Mr. Beach said, "must have done a good job."

Eye-witness account was given newsmen by Mrs. R. G. Sketchley Jr., wife of WCHV's program director, who had pulled into the driveway at the station. She said although the plane veered to avoid the structure, its right wing rammed the tower. Robert C. Walker, sales manager, and Walter W. Gray, chief engineer, used two fire extinguishers on the burning plane. All three passengers were dead. A dense fog that day resulted in a low ceiling of about 100 ft.

AWARDS COMMITTEE

Wash. Press Club Names Unit

NEW Radio Awards Committee for the Washington State Press Club was announced Oct. 21 at the presentation of the club's first annual radio awards [BROADCASTING, Oct. 24]. The new committee will organize next year's program.

Maitland Jordan, KJR Seattle national sales manager, is the new chairman. Other committee members are Millard Ireland, KOMO Seattle news editor; Lincoln Miller, executive vice president of KXA Seattle; Bob Kilpatrick, KXA; Dave Crockett, KING Seattle program director, and King Mitchell, commercial manager of KTBI Tacoma.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

FROM his hospital bed, Edgar Maxfield, 18-year-old co-captain and star lineman of the St. Bernard's High School football team of Fitchburg, Mass., thanks those responsible for bringing to him exclusively, through WEIM Fitchburg, a play by play account of the big game between St. Bernard's and Leominster High School. L to r are Jim Chalmers, WEIM program director and sports editor; Ted Kalin, chief engineer; Mr. Maxfield, and John Phillips, president of Hope Tire & Supply Co. of Fitchburg which sponsors all broadcasts of school games on WEIM. Out of the line-up because of a concussion sustained in a previous game, the young man was given a set of headphones on a private line direct to the field so he could follow every play made by his teammates.

CAR RADIOS

Chicago Poll Shows Four Out of Ten in Use Weekdays

FOUR out of every 10 Chicago-area motorists tune-in their car radios during the average week day, and car sets-in-use outnumber percentage-wise those in homes.

This has been reported by Dr. George Terry, instructor at Northwestern U's Commerce School, who directed a comprehensive student study designed to unearth statistics about car listening habits. Students, posted at 42 "strategic intersections representing a cross-sectional area of Chicago traffic," interviewed 1,071 drivers of radio-equipped automobiles as they waited for traffic lights. Questions were asked on what Dr. Terry terms "a typical week day," Thursday, between 7 and 9:30 a.m., 11 a.m. and 1 p.m., 4 and 6:30 p.m. and 8 to 10 p.m.

The four in 10 ratio, or 41.5% of tune-ins, was found to be constant through these hours. Percentages for the various time periods are 42.5% from 7 to 9:30 a.m., 42% from 11 a.m. to 1 p.m., 40% from 4 p.m. to 6:30 p.m. and 41.5% from 8 to 10 p.m. Increased used of car radios as compared with those in the home is shown in a comparison of the above figures with those for home audiences in the same area, prepared by C. E. Hooper Inc. The latter show 13.5% listenership from 8 a.m. to 10 a.m.; 11.9%, 10 a.m. until noon; 15.4% from 3 to 6 p.m. and 23.9% from 8 to 10:30 p.m. Auto figures apply to cars in use on the streets only.

When three or more persons are riding, the number of sets in use is highest. With one rider, the tune-in percentage is 40.8; two, 39.2; three, 48; four, 46.5; five, 41; six, 43. Program identification is almost double that of sponsor identification, but "don't know" answers constitute a large portion of the answers, the survey shows. Programs were identified correctly in 41.7% of the cases, and sponsors in 22.1%.

Music ranked first in popularity with 36.2 mentions as top choice. Sports, variety and news followed with 17.7, 17.4 and 14. Men prefer music, sports and news, in that order, while women riders like variety, music and drama.

Persons on the way to or from work apparently comprise a significant part of the auto audience, the survey shows. Almost one-half of those interviewed, 46.1%, said they listened most between 7 and 9 a.m. and 4 and 6 p.m. on week days. Male drivers predominate (84%), but Dr. Terry's figures seem to deny that men drivers listen more avidly than women.

Both men and women, however, tend to forget the make of the car radio. Almost 44% didn't know. The remainder mentioned three national brands, of which Motorola was first with 20.7 mentions.

Michelson Series

CHARLES MICHELSON Inc., New York, has announced sale to seven stations of its *My Prayer Was Answered*, quarter-hour dramatic transcription series starring Hanley Stafford and revolving around true incidents answered by prayer. Stations taking series are KGU Honolulu; WRUN Utica, N. Y.; WDXB Chattanooga, Tenn.; WILE Cambridge, Ohio; WSIX Nashville; KREO Indio, Calif., and KVFD Ft. Dodge, Iowa.

KLMS ON AIR

New Fulltime Lincoln Outlet

KLMS Lincoln, Neb., an independent, fulltime station, went on the air last week. The station operates on 1480 kc with 1 kw directional and is licensed to the Lincoln Broadcasting Corp.

Howard A. Shuman, founder of KFOR Lincoln 25 years ago, is president of the station.

Other officers are J. Russell Joynt, general manager; William P. (Bill) Dietz, former KFAB sales manager, commercial director; Del Brandt, program director; Thomas C. Sorensen, news director, and C. A. Sorensen, general counsel and treasurer.

AUDIO AWARDS

AES Cites Olson, LeBel

FIRST annual presentation of the Audio Engineering Society's John H. Potts Memorial Award for outstanding contribution to the progress of audio engineering was made Oct. 28 to Dr. H. F. Olson, of RCA Labs. The Annual Society Award for distinguished services to the society was presented to C. J. LeBel, of Audio Instruments.

Awards were made at the first AES convention and audio fair held Oct. 27-29 at the Hotel New Yorker, New York. Some 35 manufacturers of audio equipment and components exhibited their products at the audio fair.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

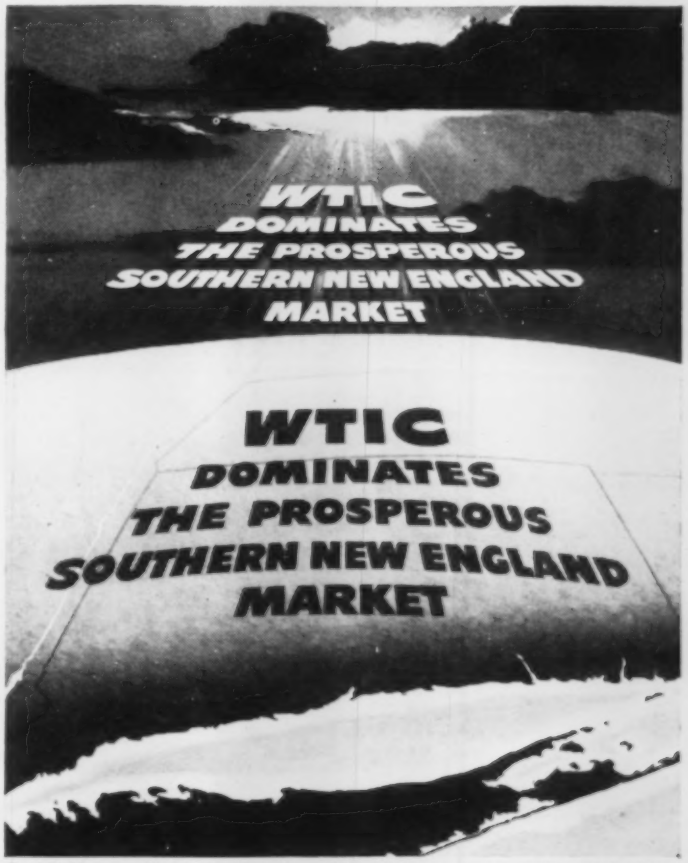
Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP 1490 KILOCYCLES
MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
WSAP-FM 99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager Ask Ra-Tel!



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

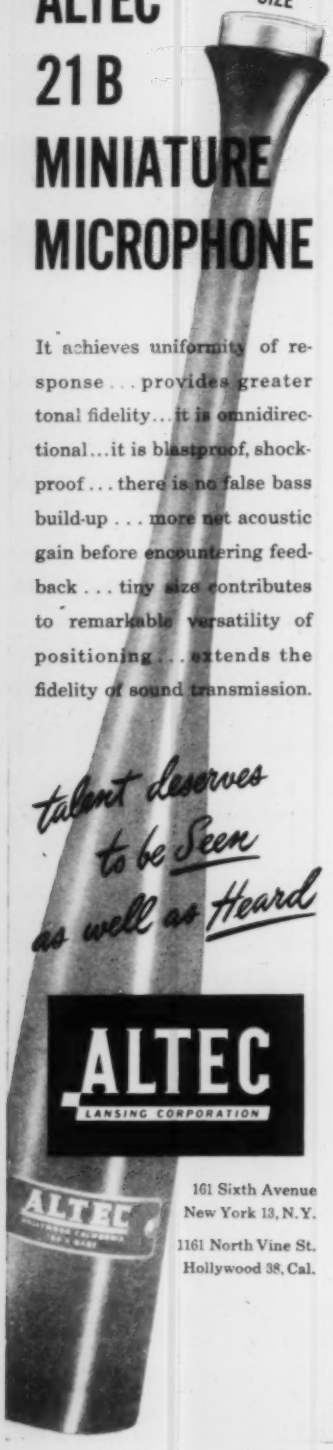
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

you can
do it better

with the
revolutionary

ALTEC
21B
MINIATURE
MICROPHONE

ACTUAL SIZE



It achieves uniformity of response . . . provides greater tonal fidelity . . . it is omnidirectional . . . it is blastproof, shockproof . . . there is no false bass build-up . . . more net acoustic gain before encountering feedback . . . tiny size contributes to remarkable versatility of positioning . . . extends the fidelity of sound transmission.

talent deserves to be Seen as well as Heard

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.
1161 North Vine St.
Hollywood 38, Cal.

HAPPY, and a little weary, is this group of executives and engineers after completion of WCOJ Coatesville, Pa., tower erection. They are (l to r) Chief Engineer L. N. Seltzer, M. Dekosky, Mayor Dick Scully of Coatesville, W. Bell and Station Manager Bill Halpern. WCOJ expects to go on the air this month.

UNTAPPED NEGRO MARKET

Counselors Urge Direct Radio Appeal

A "DIRECT RADIO APPEAL" to America's 15 million Negroes—who spend $10 billion annually—would boost territorial sales and reduce overall selling costs.

This is one of several conclusions reached by Kyle, Carter & Eubanks, Chicago, Negro radio promotional counselors, on the completion of a recent nation-wide survey of Negro consumers. The firm found 13 markets with more than 100,000 Negroes, 11 markets with more than 50,000, 16 markets with more than 20,000, and 54 markets with 10,000 or more Negroes.

"America's Negro market is larger than the entire Canadian market," the report states. "Residing in separate districts of the same community, the Negro people represent important segments in almost every urban market. These segments are neglected, passed up entirely, or approached indifferently by most advertisers."

The survey shows that the purchasing power of the Negro is overwhelmingly centered in urban markets. It observes that wartime migration after 1942 of more than 750,000 Negroes to urban areas "has made the Negro more accessible to the advertiser and product." Few advertisers appeal directly to the Negro community, with its own schools, churches, theatres, newspapers, social life, and community activities, the report notes.

"Special programming and advertising copy will have to be created to penetrate these communities," the study continues. "In some cities, the Negro community represents almost 50% of the entire population, and in nine cities, each with more than 100,000 people, the Negro represents one-third or more of the entire market."

Race consciousness is a strong factor in Negro buying, KC&E points out. "The far-sighted few who have hired Negroes in responsible positions have been rewarded by an increased demand by Negroes for their product and services," it finds. "Negro salesmen in Negro districts have, by far, exceeded sales results of all other salesmen in the same district."

A high degree of brand consciousness among Negroes also is noted. Branded products, especially the higher priced brands, are symbols of class status in the eyes of most Negroes, the survey states.

General media do not reflect the activities of Negro people in a manner complimentary to their best interests, KC&E contends. Programs not especially designed for the Negro "are passed up with indifference or in some cases produce direct consumer resistance," it warns.

"There is no other single group more keenly group-conscious, homogenous, more ambitious, more responsive to specialized advertising than the Negro," the report concludes. "His response to brand, as well as to person, is not cemented overnight, however. Direct recognition of the Negro as an integral part of the overall market by well-planned and consistent use of his own people in reaching him, implies a particularly personal invitation to buy, and by far exceeds everything else that could be done to develop preferences for brands, products and services. Preferences thus created are not quickly or easily repudiated in the expanding Negro market."

NABET-IBEW

Joint Meet Opens Today

MERGER possibilities of NABET and IBEW will be discussed in Washington, D. C., starting today (Monday) when representatives of both groups meet.

Initial plans call for affiliation with ultimate amalgamation the practical result, if talks succeed. At present, however, both sides are careful to avoid term "merger" to prevent any misunderstandings among the rank and file membership.

Previously, NABET had considered affiliation with IATSE but it is understood that NABET membership proved to be opposed to such move. It also is understood that the CIO Communication Workers of America also had approached NABET, causing fear of a jurisdictional battle between CWA and the AFL's IBEW and IATSE. But NABET's membership defeated affiliation with CWA.

Five man committees representing IBEW and NABET are to meet today. The agenda calls for caucus sessions of each union separately with joint talks starting Tuesday and believed likely to extend for at least three days.

From the West Coast, Roy Tindall, business manager of IBEW Local 45 (Los Angeles), and James H. Brown, legal counsel for NABET in that city, will attend. Other representatives will come from New York, Chicago, Boston, New Orleans and Indianapolis.

YOU WANT THE LOWEST COST PER THOUSAND
IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Programs

EXCLUSIVE and dramatic story of Alcoholics Anonymous is told in *The Twelve Steps*, four-program series currently being aired on WCAU Philadelphia. Charles Shaw, WCAU news commentator, takes audience by tape recorder into actual meeting of AA's where they hear story of how one alcoholic helps another recover from his illness. Recordings are believed to be first ever made in actual AA meetings. Show covers societies' "twelve steps," method for restoring addicted members to health. Another WCAU series gives personal and business success stories on *You Amazing Americans*, heard Monday through Friday. Show tells how business or personal problem was solved in individual case by right approach to public or sales relations.

Serviceman's Program

SPECIAL show, *Scuttlebutt Serenade*, directed to Cadets and Midshipmen in training at Whiting, Corry, Saufley and Naval Air Station, is aired Monday through Friday by WBSR Pensacola, Fla. Show carries music, information on solo flights, check-ins and check-outs at fields, news on men making carrier qualifications and interviews with outstanding pre-flight graduates. Program is sponsored by Bartel's Restaurant, Pensacola.

Job Round-up

AS public service, WXYZ Detroit undertakes new weekly series on employment, designed specifically for high school students and graduates. Station Manager James G. Riddell said purpose of programs is to give practical ideas to young Detroiters seeking employment. Among topics for discussion will be "Job Conditions in Detroit"; "Where Are The Jobs?" and "What Youth Can Do To Prepare for Jobs." Cooperating with station are Detroit Teachers Assn. and local authorities. Specific job prerequisites are given for industry, commerce, retail trade, Civil Service and small businesses.

WGKV Scoop

ALERT Newsman Joe Farris, special events and news reporter for WGKV Charleston, W. Va., gave city police first complete, detailed report of capture of criminal sought in ten states, station reports. Man had been picked up in Palatka, Fla., 1,500 miles from Charleston. Working from reliable tip, Mr. Farris contacted arresting officer in Palatka for complete report of circumstances surrounding man's apprehension. One hour and ten minutes after his capture, station aired report, scooping other media. Charleston police had only received news of man's capture few minutes before bulletin was aired on WGKV.

'Know Your State'

NEW series on WBBM Chicago features heads of code departments of State of Illinois in monthly reports on conservation, finance, highways, health, police organization, mental health and labor. Series is transcribed for broadcast on first Sunday of each month in cooperation with Dept. of Education. Complete report on his department's activities is given by each speaker.

Cooking School

WORKING from complete kitchen set up on platform in studios of WGPA Bethlehem, Pa., station aired its second *Cooking School of the Air* last week, one hour daily. Equipment and materials used in demonstrations were donated by local equipment and food stores. Daily prizes were awarded to studio and radio audiences for cooking hints incorporated into show.

Week Celebrated

OIL PROGRESS week was celebrated by WBZ Boston in cooperation with Esso Standard Oil Co., by special broadcast from company's new Everett, Mass., sales warehouse and employes' building. Speakers on special program were WBZ Special Events Director Chick Morris; J. Albert Doyle, Massachusetts district manager for Esso; Gordon D. Donald, regional manager northern divisions; June Richdale, northeast regional manager; Mayor James F. Reynolds of Everett, and Watson Logan Jr., Everett plant superintendent.

Thorough Coverage

IN recent Gulf hurricane, KIOX Bay City, Tex., showed itself fully capable of covering events distant from its point of operation. Special events crew made up of Glenn Ellis, chief engineer; Hal Ewing, station manager and announcer, and Bill Howze, special events engineer, covered disaster through remote setups on ground and in air. Station has two airplanes, remote equipped panel truck and new Oldsmobile station wagon at its disposal for use in similar instances.

Germ-Free Show

SUNDAY afternoon *Dancing Party* on WIL St. Louis is claimed by station to be first audience participation program in country to broadcast from germ-free origination point. Glycol cereseal vaporizers are scattered throughout room in Melbourne Hotel where dance takes place, purifying and filtering air while teen-agers dance during three-hour show.

Woman Ambassador

GUEST CELEBRITY on Nov. 1 telecast of *Meet Mrs. Markel* over WTTG (TV) Washington was Mrs. Eugenie Anderson, U. S. Ambassador to Denmark and first woman to be appointed a U. S. ambassador. She was interviewed by Hazel Kennyon Markel, who conducts the WTTG telecast each Tuesday, 9:30-10 p.m. Other features of Nov. 1 show were interview with Howard Mitchell, newly-appointed conductor of National Symphony Orchestra, and display of diamonds, part of million-dollar collection.

News of Interest

BECAUSE CKBI Prince Albert, Sask., caters to large rural audience in isolated communities, often without telephone service, station daily has 50-minute program during which listeners come to studio to speak or send messages to relatives and friends in outlying district. Some messages are merely greetings, but great many inform people to meet or not to meet trains or buses, and family news. Program is part of CKBI's public service operation to northern Saskatchewan population.

Another Welles?

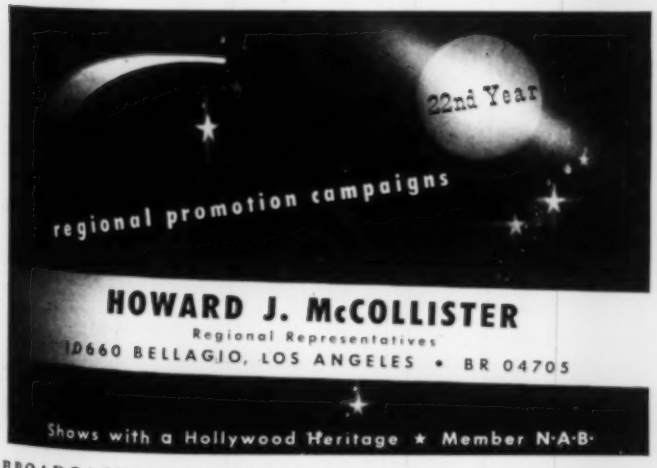
RED BLANCHARD, Broadcasting Corp. of America Western Network disc jockey, threw scare into listeners and also unknowing KPRO Riverside staff Oct. 18 when loud airplane noise was heard over microphone with Red making comments about a plane circling over station's 374 ft. tower. Following sound of a dropping bomb and loud explosion there was period of silence. An announcer gave the usual "due to circumstances beyond our control . . ." and a piano fill came on. Phones were jammed immediately with listeners asking what happened, most of them thought the plane crashed the building. Cars swarmed into the KPRO parking lot with people looking for the wreckage. Confusion settled when Mr. Blanchard explained the hoax 30 minutes later on his regular newscast.

Stars of Tomorrow

TOMORROW'S leading performers of show business are seen and heard today on *Chuck Richards Presents Tomorrow's Stars* on WAAM(TV) Baltimore Saturday from 7 to 7:30 p.m. Show features young Negro hopefuls in first all-Negro talent hunt in Baltimore. Three prominent community judges select weekly winner. Show is aired in informal atmosphere. Every nine weeks' selections will meet in four elimination contests to choose final grand prize winner. Merchandise awards will augment screen tests and personal appearances in Baltimore and Washington theatres offered to final winner.

Full Schedule

FIVE football games were carried in one day by WJOI Florence, Ala., recently. First game was heard at 9 a.m. and last began at 7:45 p.m. Schedule included three college and two high school tiffs. Station believes this is a record.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

FM PROVES SELLING POWER

Over 5,000 Zenith Sets Sold by WLOW-FM Drive

By ROBERT E. WASDON
Vice President
WLOW Norfolk, Va.

FM RADIO is coming into its own in Norfolk, Va.

Soon after securing the broadcast rights for Norfolk Tar Baseball games, Bill Carpenter, WLOW station manager, completed his sales brochure and called on Radio Supply Co., Zenith distributor for this section of North Carolina and Virginia.

The campaign as outlined called for 140 Tar games during the 1949 season, on WLOW-FM. It was the first time baseball games were to be carried on FM. There was some fear that since a new AM station was scheduling Piedmont League games at night, the effectiveness of the FM games might be lost. It was a needless anxiety as later developments proved.

The first conference looking toward purchase of the games by Zenith was held in March. H. G. Bennett and Thomas Jenkins, partners who operate Radio Supply Co.; Bill MacGarvie, their advertising manager, and George Hodges, their sales manager, met with Mr. Carpenter to discuss the final agreement, merchandising, promotion and sportcasters.

Mark Scott, one of the South's outstanding baseball play-by-play announcers, and Erik Paige, selected as one of the top ten sportscasters in the nation in 1948, were selected to broadcast the games.

Three of the promotions should be mentioned here. The first one, and by far the most successful for all who participated, is the Norfolk Tar Knothole Club, organized by Mr. Scott, with 3,500 members. Both white and Negro boys were accepted into the club. A clinic was held for the members, in cooperation with Col. Dawson, club president, and team manager, Frank Novosel. Shirts were given the boys. They were admitted free to the park on Knothole nights.

Midway the season a contest was staged to pull mail on the baseball broadcast. WLOW arranged for transportation, New York Yankee game tickets, hotel accommodations and tickets to the exclusive Stadium Club at Yankee Stadium, to be given the winner of the contest. Over 4,000 pieces of mail were received from listeners who owned or had just bought FM sets.

The third promotion staged was the placement of Zenith scoreboards. Attractive boards showing teams playing and scores by innings, were placed in scores of taverns and other business places. These tuned in the Norfolk Tar games on WLOW-FM, and kept tab on the games. Many thousands of extra impressions were realized through the placement of these scoreboards. Fans loved it.

Completing plans to sell Zenith radios on WLOW-FM are (l to r) Messrs. MacGarvie, Bennett and Carpenter.

* * *

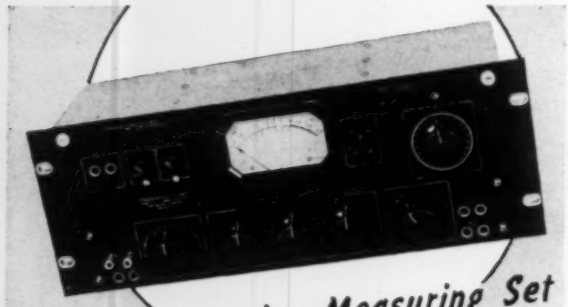
But the biggest promotion was the sale of Zenith radio sets. Everybody at WLOW, and most of the Zenith dealers participating on the Tar games, and the officers of Radio Supply Co., thought we'd sell quite a few FM sets because the Tar games were broadcast only on WLOW-FM. But the immediate response to the advertising messages on the baseball games caused a minor stampede to buy sets. The first Tar game sold several hundred FM radios. After the first week the sales figures had increased to over a thousand sets sold. Radio Supply has not released the final sales tabulation because of competitive reasons, but over 5,000 Zenith FM sets were sold; and you can bet there were hundreds of other models sold by other manufacturers!

That's a lot of FM sets. That's a big selling job. We do not recall a similar selling job by any media.

This selling job for Zenith has made FM radio become of age in Norfolk. It has also proved conclusively that FM radio can and will sell merchandise. It also corroborates what FM pioneer broadcasters have said all along: "If you have the program, whether it's on FM or AM, people will listen." They did listen and they did buy as a direct result of these Norfolk Tar baseball games on WLOW-FM.

Motorola Sales

MOTOROLA Inc., Chicago, announced Oct. 28 that sales for the first nine months of 1949 totalled $51,795,564, a record high for the company, as compared with $39,848,775 during the same period last year. President Paul V. Galvin also revealed that the company's net profits for the period totalled $2,672,613.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES
SAN FRANCISCO · ATLANTA

Production

LU DUMONT joins WHEB Portsmouth, N. H., as program director. **MRS. LU DUMONT** joins station as woman's director. Both will broadcast *Mr. & Mrs. 750* show daily. They started in radio at WHEB six years ago; worked at WCOP Boston 1944-47. Mr. Dumont resigned as production manager of WIDE Biddeford, Me., to accept position at WHEB.

MIKE MEARIAM, formerly of WELM Elmira, N. Y., joins WKBW Buffalo as disc jockey.

W. ECCLES HUFF, formerly production director of WAKR Akron, Ohio, and program director for WDUK Durham, N. C., joins WAAB Worcester, Mass., as program director.

BOSS PRITCHARD, Philadelphia Eagles football halfback, conducts disc show, *You Asked For It*, on WBAS Philadelphia, 1:30-5:30 p.m., Mon.-Sat.

CLARENCE de BRUYN SCHIMMEL, for past year associate director on CBS-TV program staff, appointed director. His first directorial assignment is *Lamp Unto My Feet* religious series. He joined CBS as apprentice in 1937.

BILL WILLIAMS joins announcing staff of KOME Tulsa, Okla.

JACK GUINAN, formerly of WJTN Jamestown, Pa., and before that with WGR Buffalo, N. Y., and WCAU Philadelphia, joins WSCR Scranton, Pa., as production manager.

FRANK ALLAN, formerly with WWL New Orleans, KMOX St. Louis, WIND Chicago, WHAS Louisville, and WREN Topeka, Kan., as disc jockey and announcer, joins KECK Odessa, Tex.

CARL FLOWER, copy editor for WHAY New Britain, Conn., and formerly with WKOB North Adams, Mass., succeeds **WILLIAM T. WALKER** as program director for WHAY. He will continue his duties as copy editor.

DON WHITMAN, former producer for KOIN Portland, Ore., joins WJBK-TV Detroit as producer-director. He recently completed five month nationwide survey of TV.

CLAIRE TREMAINE, formerly of Radio Production Studios, Phoenix, Ariz., joins KVSF Santa Fe, N. M., as continuity chief and women's director.

ARTHUR STANDER and **ROBERT FISHER** named writers for new NBC Fanny Brice *Baby Snooks Show* starting Nov. 8.

GEORGE TUNNELL, Negro vocalist, is new disc jockey on *Bon Bon Show* over WDAS Philadelphia. He was with Jan Savitt on NBC and CBS networks and gave command performances before Royal House in England.

KIRBY BROOKS, formerly of WHIO Dayton, Ohio, joins WQAM Miami, Fla., as disc jockey on *Babbling Brooks* show, Mon.-Sat. from 6 to 9 a.m.

Mr. Brooks

STEVE FILIPIAK, former disc jockey on *Chicago Varieties* show over ABC Chicago, joins WHRV Ann Arbor, Mich., as disc jockey. He also was associated with CBS Chicago, and acted on ABC's *Sky King* show.

JIM PATTERSON, formerly of WISE Asheville, N. C., joins WBT and WBTV (TV) Charlotte, N. C., as announcer.

JERRY SPERLING, formerly with KALB Alexandria, La., as news-sportscaster and producer-writer-m.c. of *Hillbilly Jamboree*, joins WSRS Cleveland.

FRED LYNDE, formerly of Radio Production Studios, Phoenix, Ariz., joins KAVE Carlsbad, N. M., as announcer.

JEAN STEPHENSON, formerly with WDAY Fargo, N. D., and WCNT Centralia, Ill., under name of Anne Collins, joins KAGH Pasadena, Calif., as women's program director.

DON CHRISTIAN, former manager of WOUN Athens, Ohio, joins announcing staff of WHOK Lancaster, Ohio.

CHARLES M. ERHARD, formerly with WFBG Altoona, Pa., appointed program director for WWYO Pineville, W. Va. He also was associated with WCED DuBois and WCPA Clearfield, Pa.

BILL DAWES, associated with WCKY Cincinnati for past seven years, joins WCPO-AM-TV Cincinnati as m.c.

JACK PITMAN, chief announcer at WMOR (FM) Chicago, promoted to assistant program director. He will continue with his announcing duties.

ESTEL FREEMAN, former WIBC Indianapolis continuity editor, joins creative writing staff at WLS Chicag. She is a former public relations worker for State of Indiana. **LaVERNE JETTE** is new member of copy department for WLS.

JOHN J. DILLON, formerly in operations section of NBC-TV, named assistant director for network's television field division. He was previously assistant to Bill Stern, NBC's director of sports. He entered radio in 1936 as director of sports and special events for WNYC New York; in 1938 was named to same post for WFAS White Plains, N. Y., where he remained until joining NBC in 1942.

JOHN VACCA, former chief announcer and news director of KECA Odessa, Tex., and before that with NBC Central Div., Chicago, joins KOSA Odessa as program manager and disc jockey.

ED MURPHY, former disc m.c. in the East, joins announcing staff at WGN Chicago. He conducts *Parade of Dance Bands* nightly, 11:10 p.m.-1 a.m.

JOE GERMAIN, formerly with KBUR Burlington, Iowa, and before that staff announcer with KYUM Yuma, Ariz., joins KCBQ San Diego announcing and production staff.

BILL BALABAN promoted to director of remotes at WBKB (TV) Chicago after working as assistant remote director. He has worked with station for year, and was former publicity and promotion assistant.

ALBERT DAIL, formerly of WBTM Danville, Va., as disc jockey and announcer, joins WGH Newport News, Va., in same capacity.

WILLIAM A. FARREN, program director for WFIL Philadelphia, received public service award of American Veterans of World War II for his efforts on behalf of veterans in Philadelphia area.

ART LEAVITT resigns as program director of KDAC Fort Bragg, Calif. Future plans have not been announced.

D. LEE CHESNUT, director of religious programs for WPTR Albany and WBCA-FM Schenectady, elected general chairman of inter-church evangelistic crusade, representing 13 denominations and ten other Christian organizations.

TOMMY BARTLETT, m.c. of NBC Chicago's *Welcome Travelers*, to write column "Traveler of the Week." Column will begin within next two months and be offered on free-of-charge basis to newspapers.

LUCILLE MANLEY, of KHJ Los Angeles homé economics department, named home economics editor of *Installment News*, publication for house to house installment sales organizations.

JOE SOLITAIRE, disc-jockey with KRE Berkeley, is the father of a boy.

TOM MOORE, WIBG Philadelphia announcer, is in Valley Forge General Hospital recuperating from operation. He expects to return to his broadcasting duties in fortnight.

The last WORD (...for results in) SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

FIGURE THE ODDS... by KXOK

in spite of TEDDY, COOLIDGE and TRUMAN
in our time . . . its 4½ to 1
against a VICE-PRESIDENT ever becoming PRESIDENT

BUT THE ODDS ARE IN YOUR FAVOR when you pick Charley Stookey's "Town and Country" program on KXOK to sell farm products. Persuasive salesman, Charley Stookey, is widely known in KXOK-land, with legions of listeners from 6:00 to 7:30 a. m., Monday through Saturday. To build sales in the vital-to-advertisers 112-county, 5-state coverage of KXOK . . . phone, wire, write for availabilities today . . . or call your John Blair man.

630 KC 5,000 WATTS FULL TIME BASIC ABC
IN BIG ST. LOUIS
KXOK

Mr. Herbert Landon
Kenyon and Eckhart
New York City

Dear Herb:

Seen a letter ter you in th' WCHS permotion office 'bout changin' 'nother town's name here in West Virginny. Seems like these fellers down here has been thinkin' up stuff fer you ter do, but I notices in yer auser that you give 'em some good advice. Th' thin' I liked 'bout th' whole deal, tho', wuz th' fack thet our fellers wuz athinkin' 'bout their accounts an' tryin' ter be of help. Course, as you know, Herb, th' folks here in Charleston's Number One Station is allus athinkin' o' how ter please their clients. An' they does a good job, too! Incidentally, I'm sure gonna be a-watchin' fer more letters these fellers write ter you! Yer ausers ain't bad, either!

Yrs.
Algy

WCHS
Charleston, W. Va.

JOHNSON
a famous name in radio
BROADCAST EQUIPMENT

Adjustable phase sampling loops
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Pressurized capacitors
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Fixed inductors
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Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

Promotion

NOVEL promotion idea was used each day during recent week at WLS Chicago to introduce new show to public. Planned by Captain Stubby and his Buccaneers, novelty singing and instrumental group, gimmick was broadcast daily on noon *Dinner Bell* show. Announcer Larry McDonald, describing one of musicians as he walked through studio, asked "Where are you going with that hammer and those boards?" Answer always was "I'm building our new 4 o'clock program," build-up for new musical half-hour featuring Capt. Stubby and his group.

Program-Sponsor Promotion

PROMOTION piece distributed to public by Baltimore Federal Savings & Loan Assn. is gaily colored booklet, "It's Fun to Save." Association sponsors *This Is Your Zoo* on WAAM (TV) Baltimore. Booklet is illustrated with pictures of animals and jingles. Slots for nickles, dimes and quarters up to $5, sum needed to open savings account, are included in booklet.

Stations Sponsors Spot

TIME on KITE San Antonio, daytime only station, is purchased by WOAI, NBC outlet in San Antonio, for spot announcement each evening as KITE signs off. Listeners are urged to switch their dials to WOAI for evening of "continued" good listening. Brief line-up of NBC offerings for each evening are given, and both stations consider the situation "good business."

Coverage Report

TEN-PAGE brochure containing complete coverage report and statistics sent to trade by WERI Westerly, R. I. Front of brochure shows coverage map and back pages are devoted to program schedule. Brief history of station and market data also are included in booklet. Rate card accompanies brochure.

WDOD-FM Insight

PLASTIC viewer containing picture of historic Point Lookout, southwest of Chattanooga, Tenn., has been mailed to trade by WDOD-FM Chattanooga. Viewer is about two inches long and is attached by key ring to small card which reads, in part, "This is free souvenir we send to all reporters on WDOD-FM's new 44,000 w coverage."

Sheet Details Success

DIRECT mail promotion sheet sent to trade by KGO San Francisco plugs John Harvey's *Home Institute* program. Sheet begins, "John Harvey chalks up success story after success story." Copy tells of over 400% increase in sales of *Comet Books* resulted from six sales talks by Mr. Harvey over two week period on his daily program. Reproduction of letter from sponsor attesting to results also is included.

Show is T'n'T

POPULAR morning show, *Time and Tempos*, is subject of promotion piece sent out by KSD St. Louis. Folio card shows picture of clock with notes in place of hands pointing to 7:15, time of show's beginning. Show is built around established newscasts and features Carl McIntire airing popular tunes. Picture and brief biography of Mr. McIntire are featured inside card. Back reads, in part, "Time on *Time and Tempos* is Time Well-Spent!"

Sponsor Distribution

ALMOST half-million copies of "Report From Europe," 16-page booklet written by NBC Commentator Alex Drier during his recent news tour there, are being distributed throughout Midwest by Skelly Oil Co. dealers. Firm sponsors Mr. Drier's network newscast, five-a-week, 7 a.m., CST. Booklet, being circulated by 5,000 dealers, was published by Henri, Hurst & McDonald, Chicago.

TV Restaurant

TO service children visiting Uncle Danny Webb's *Small Time*, TV revue for kiddies over KPIX (TV) New York, Walter Bonne, maitre of Wyndham Restaurant, opened "Kiddie Corner" Oct. 29. Early youngsters can grab a snack there before show and listen to kiddie records provided through cooperation of MGM Records. Uncle Danny also is assuming a new role as Laff Marshall of *Six Gun Playhouse*, six-days-a-week over WPIX at 5:30 p.m. and dropping *Comics on Parade*.

Opening Promotion

PAPER and cloth coasters, with high absorbent qualities, currently being distributed to hotels and cafes throughout Chester county. Face of coasters carries call letters of WCOJ, new AM station expected to take air in mid-November in Coatesville, Pa.

Crosley Information

MANILA folder sent to trade encloses numerous bulletins from Crosley Broadcasting Corp's stations, WLWT (TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio. Each station is represented by rate card, coverage map and sheet of market data. In addition, single sheet gives data concerning combined market of three stations. Other bulletins feature pictures of talent on NBC-TV shows carried by stations. One page contains entry blank for sponsor-slogan matching contest being conducted by stations.

Congratulatory Folder

FOLDER completely covered with reproductions of letters and editorials of congratulation sent out by WCCO Minneapolis to trade. Letters and articles were prompted by receipt of station's 25th anniversary booklet. Cover is highlighted by reproduction of cover of booklet.

TV Lessons

STAFF members of WFMY-TV Greensboro travel each week to schools, clubs and civic organizations in North Carolina to make TV as well-known a by-word as "Tar Heel." Since station's formal opening Sept. 22, an estimated 30,000 cardboard eyeglasses, carrying out idea of WFMY-TV as "Eyes and Ears" of Piedmont, have been distributed to North Carolina school children. Staff members explain how TV works to the youngsters.

Personnel

JOHN C. DRAKE appointed sales promotion manager at WLS Chicago after working as assistant manager. He also handles WLS publicity. He succeeds **DONALD E. FINLAYSON**, who has resigned after five years.

DON BISHOP, for past two years staff writer and assistant magazine editor in NBC press department, named magazine editor, succeeding **JACK SLOCUM**, resigned. Mr. Bishop came to NBC in 1947 after serving as public relations officer at Fort Benning Infantry School and as reporter on Winston-Salem (N. C.) *Journal and Sentinel*. **AURIEL MACFIE**, former publicity director for Robert Holley Advertising Co., New York, appointed assistant magazine editor.

BOB McCLELLEN, announcer-sportscaster at KTXL San Angelo, Tex., named promotional manager. He was member of station's sales force at one time.

MEL KAMPE, promotion manager of WIL St. Louis, resigns Nov. 20. He has been with WIL for the past 11 years. He will visit Hawaii where he expects to re-enter radio.

JIM RUBENSTONE, member of promotion department of WFIL Philadelphia, and **HELEN CHAIKA**, also promotion staffer at station, have announced their marriage.

AGRICULTURE
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

AFTER a radio career of more than 20 years during which he saw a hit or miss proposition grow into the present WCPO-AM-FM-TV Cincinnati, Glen A. Davis (l) has resigned as chief engineer of the stations to enter the automobile and farm implement business in his home town of Unionville, Mo. With Mr. Davis are M. C. Waters (center), WCPO vice president and general manager, and Grant Makinson, new WCPO chief engineer.

CBC ACTIONS

Okay New AMs and Power

A NUMBER of new Canadian AM stations were approved for licensing and power increases are being recommended by the Canadian Broadcasting Corp. board of governors, following its meeting at Winnipeg, Oct. 17-18.

New stations approved are for 250 w on 1230 kc to La Compagnie de Radio-Diffusion de Thetford Limitee, at Thetford Mines, Que., and for 250 w station on 1340 kc to David M. Armstrong at Victoria, B. C.

Power increase goes to CHWK Chilliwack, B. C., from 250 w on 1230 kc to 1 kw on 1270 kc, and for 1 kw on 1570 kc with omni-directional antenna for CFOR Orillia, Ont., from 1 kw on 1570 kc with directional antenna at night.

A number of share transfers and changes in corporate name were approved, and a number of applications for new stations and power increases of stations were denied or deferred for further study. The Dept. of National Defense had its request for 150 w station on 1450 kc at Yellowknife, NWT, approved. This is a non-commercial outlet to give service to military and civilian personnel in the area. Application of CFCF-FM Montreal, for classification as a separate station operation, divorced from its AM operation, has been deferred for further study.

WDOD-FM EXPANDS

Ups Power, Operating Hours

WITH a boost in power and 8 a.m. to 12 midnight daily service, WDOD-FM Chattanooga now can be considered "one of the most powerful in the South," according to Walter H. Stamper Jr., promotion manager. WDOD-FM's power has been increased from 12.6 kw to 43.6 kw. Station sent letters to all dealers in its coverage area underlining the importance of FM and WDOD-FM's added strength.

Earl W. Winger, WDOD Broadcasting Corp. president, said a series of events special in nature have been scheduled. First of these was an exclusive pickup of the Philadelphia Eagles-Washington Redskins professional football game played last month. Broadcast was fed to a standard broadcaster in Decatur, Ga., from WDOD-FM. Other stations are expected to make similar arrangements in the future, providing a new network service for the broadcasters in area communities, Mr. Winger said. For such a pickup, he added, a nominal fee will be charged. WDOD-FM went on the air Aug. 15.

Muted Trumpet

WHEN Announcer Ralph Phillips, WFBR Baltimore, decided to have two of his teeth capped for the sheer beauty of it, he didn't reckon with the possible results. Happily he thanked his dentist and hurried to a local nightclub where he blows a trumpet. But he stood aghast when he put the instrument to his lips—the melodies refused to come forth. He rushed back to his dentist who went to work with a file. Mr. Phillips reported: "My dentist plays the piano, so he'd file a little, then he'd . . . play a few bars and I'd try to blow my trumpet; he played quite a few times before I finally blew a note—brother, I was sweating."

News

LARRY TROUT, former sports staff announcer for KWFC Hot Springs, Ark., joins KBIX Muskogee, Okla., as sportscaster and play-by-play announcer in addition to staff announcing duties.

HOWARD HOLSCHUH, formerly with KNBC San Francisco, joins KGO, same city, as news writer.

MARVIN ALISKY, former newscaster with KPRC Houston and WOAI San Antonio, joins KMAC and KISS(FM) San Antonio as regular Sunday night newscaster.

DON WATTRICK, sports director of WXYZ Detroit, elected president of Detroit Sports Broadcasters Assn. Other officers are: vice president, Paul Williams of WWJ; secretary, Joe Gentile of WJBK, and treasurer, Bill Silbert of WXYZ, all Detroit stations.

BILL NIETFELD, newscaster for KFRC San Francisco, elected to board of directors of San Francisco Press Club for fourth year.

LESTER WEATHERWAX, farm director for KFBI Wichita, Kan., awarded citation by state 4-H Clubs in recognition of his outstanding work with clubs in Kansas.

E. C. STANGLAND, radio farm director at KSOO Sioux Falls, S. D., is collaborating with South Dakota State College and U. of South Dakota to present symposium-type courses in practical radio, including discussion of farm programs. Participating stations are KELO, KIHO and KISD, all Sioux Falls.

THAD HORTON, sports director for WSB Atlanta, Ga., organizes Atlanta Sports Promotion Council to develop interest in athletics by luring important sports events to city.

TED HANNA, CBS newsman, resigns to join National Assn. of Manufacturers, where he will write and broadcast weekly 15-minute program.

DON KLEIN, sportscaster for KSFO-KPIX(TV) San Francisco, is the father of a boy, Rolly.

CBC RULINGS

Feared by Private Owners

THAT privately-owned Canadian broadcasting stations are afraid of rulings of the Canadian Broadcasting Corp. was pointed out to the Royal Commission on Arts, Letters and Science, sitting at Victoria, B. C., by M. V. Chesnut, manager of CJVI Victoria.

He told the Royal Commission Oct. 29, that he was "afraid to criticise the government" lest he be forced off his frequency or otherwise punished. He stated that the station had no editorial policy, which was "most desirable" but that he was afraid to have one. Referring to private radio station operators in general, Mr. Chestnut declared that "every action they take, they're looking over their shoulders at their masters."

prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations

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Just Published!

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By LEE HILLS, Managing Editor, The Miami Herald; and TIMOTHY J. SULLIVAN, Facsimile Editor, The Miami Herald

319 pages, 6 x 9, $3.50

EVERY phase of facsimile is covered in this book—from its early experiment stage to its modern, practical use in sending color pictures or transmitting 1,000,000 words per minute. It shows how facsimile is used to publish and distribute a newspaper . . . provides an explanation of FM broadcasting, microwave relay, and other radio adjuncts to facsimile . . . gives you an insight into copy and photographic editing . . . clearly portrays how facsimile may affect our lives and jobs. Here, too—in laymen's terms—is a clear picture of how facsimile equipment operates . . . and an easy-to-follow discussion of recording, the process whereby facsimile copy is actually printed on paper.

Other recent books for your Broadcasting Library

- Television Production Problems. By John F. Royal. 179 pages, $2.50
- Radio Newswriting. By William F. Brooks. 196 pages, $2.75
- Television Primer of Production and Direction. By Louis A. Sposa. 237 pages, $3.50

Gives you:

—a comparison of facsimile with television

—the rules and standards of facsimile broadcasting

—an outline of how a radio station operator can get FCC permission to enter the facsimile field

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- ☐ Royal — Television Production Problems—$2.50
- ☐ Brooks — Radio Newswriting — $2.75
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ACTIONS OF THE FCC

OCTOBER 28 to NOVEMBER 4

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 28 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Bexar Bcstg. Co., San Antonio, Tex.—Designated for hearing application for extension of completion date of CP which authorized new station on 990 kc 1 kw D, hearing to be held Nov. 17 in Washington. Commission's action of Aug. 31 denying application was set aside.

Easton Bcstg. Co. Inc., Easton, Md.—Set aside action taken Sept. 15 denying application for extension of completion date, and designated same for hearing Nov. 18 in Washington. Original CP authorized new station 1480 kc 1 kw unl. DA.

Mod. CP Denied

Radio Station Des Moines Inc., Des Moines—Denied mod. CP for extension of completion date of new station originally authorized Nov. 13, 1947. Request for hearing may be made within 20 days in which event denial will be set aside and application designated for hearing.

Hearing Designated

T. M. and J. M. Gibbons, Phoenix, and Howard M. Loeb, Phoenix, Ariz.—Designated for consolidated hearing application of Gibbons and that of Loeb both requesting new stations 1250 kc 250 w unl.

Change in DA

KFEQ St. Joseph, Mo.—Granted CP change DA-D.

Hearing Designated

WGRD Grand Rapids, Mich.—Designated for hearing application to change hours from D only to unl. and install DA-N, and made WKBH La Crosse, Wis. party to proceeding.

Modification of CP

KHSL Chico, Calif.—Granted mod. CP to increase height of east tower in proposed DA and to mount FM ant. on tower, with cond. previously stated in CP that permittee satisfy legitimate complaints of blanketing within the 250 mv/m contour, including cross modulation.

Expired CP Replaced

KCOI Coalinga, Calif.—Granted application for CP to replace expired permit.

SSA Extended

WOI Ames, Iowa—Granted extension of SSA permitting operation from 6 a.m. to local sunrise at Ames (Comr. Webster voting for denial).

Application Dismissed

Madera Bcstg. Co., Madera, Calif.—Commission on own motion dismissed with prejudice application for CP.

Operation Suspended

KBRZ Bryan, Tex.—Granted permission to remain silent for period of thirty days from Oct. 29 pending reorganization and refinancing of station.

Extension Granted

WIBK Knoxville, Tenn.—Granted 30 day extension of program test period from Oct. 31.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: KBUH Brigham City, Utah; KDDD Dumas, Tex.; KEPO El Paso; KGGF (and aux.) Coffeyville, Kans.; KJSK Columbus, Neb.; KLYN Amarillo; KSTT Davenport, Iowa; KVNJ Fargo; WBBO Forest City, N. C.; WCCM Lawrence, Mass.; WCPA Clearfield, Pa.; WESC Greenville, S. C.; WFLO Farmville, Va.; WKNB New Britain, Conn.; WNOP Newport, Ky.; WPIT Pittsburgh; WSON Henderson, Ky.; KPET Lamesa, Tex.; KTBS Shreveport, La.; KWRE Warrenton, Mo.; WCKB Dunn, N. C.; WPIK Alexandria, Va.; WSB (and aux.) Atlanta.

Licenses Extended

Licenses for following stations were extended on temp. basis for period ending March 1, 1950: KXA Seattle; WINZ Hollywood, Fla.; KSVC Richfield, Utah; WGY (and aux.) Schenectady.

Hearing Designated

KFGT Fremont, Neb.—Upon petition by KGFW Kearney, Neb., designated for hearing application of KFGT to increase power from 100 to 250 w. and made KGFW Kearney and KSJC Sioux City, Iowa, parties to proceeding.

Motions Granted

KOB Albuquerque, N. M., and American Bcstg. Co. Inc., New York—Granted motions filed by KOB and ABC to make certain corrections in transcript of oral argument held Sept. 12.

October 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KNOE Monroe, La.—License to cover CP change frequency etc.

WBML-FM Macon, Ga.—License to cover CP new FM station.

WHPS High Point, N. C.—License to cover CP new noncommercial educational FM station.

SSA—1030 kc

KGA Spokane, Wash.—SSA to operate on 1030 kc with 50 kw unl. DA-N for period ending May 1, 1951 AMENDED to change name of licensee from Louis Wasmer to The Corp. of Gonzaga U. of Spokane.

Modification of License

WGTL Kannapolis, N. C.—Mod. license change hours from D to unl. AMENDED to change name of applicant from Fred H. Whitley to Fred H. Whitley Inc.

Modification of CP

WPNF Brevard, N. C.—Mod. CP new AM station for extension of completion date.

WLAG-FM LaGrange, Ga.—Mod. CP new FM station for extension of completion date.

WCAR-FM Pontiac, Mich.—Same.

WNJR-FM Newark, N. J.—Same.

WOIC Washington, D. C.—Mod. CP new commercial TV station for extension of completion date to 1-30-50.

KMTV Omaha—Same to 2-1-50.

WNBF-TV Binghamton, N. Y.—Same to 12-15-49.

TENDERED FOR FILING

Modification of CP

WSID Essex, Md.—Mod. CP change from 1570 kc 1 kw D to 1400 kc 250 w unl.

October 31 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP change hours from D to unl., install DA-N.

AM—1310 kc

WKMH Dearborn, Mich.—CP increase D power from 1 kw to 5 kw, change from DA-N to DA-DN.

AM—690 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw, make changes in DA-D.

Modification of CP

WHLD Niagara Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

KSCJ-FM Sioux City, Iowa—Mod. CP new FM station for extension of completion date.

WROW-FM Albany, N. Y.—Same.

WHLD-FM Niagara Falls, N. Y.—Same.

TENDERED FOR FILING

AM—1320 kc

KCRA Sacramento, Calif.—CP increase power from 1 kw to 5 kw, make changes in DA.

(Continued on page 79)

CHOW TASTER, Mark Evans (r), WTOP (CBS) Washington commentator of *Sunrise Salute*, lunches at the enlisted men's mess at South Post, Fort Myer, Va., with Major Gen. Herman Feldman, Army Quartermaster General. Following the announcer's frequent references on his program to Army food as "mess," the General invited Mr. Evans to taste actual Army fare. It was nothing new to Mr. Evans who was a sergeant in World War II. Paraphrasing the famous remark, WTOP's Mark Evans concluded: "He who came to scoff remained to ask for second helpings."

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Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
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15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
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Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
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Member AFCCE

The Case of the Magic Mattress

This local merchant had quite a number of mattresses to sell. He was wishing for a magic carpet to bring buyers to his store.

Well, KDYL knows how to weave "magic carpets" for that purpose. Our merchant devoted one of the spots on his series on "The Emerson Smith Show" to his mattresses — *sold every last one of them.*

That's the kind of action KDYL is getting for advertisers. And KDYL-TV, too, is noted for results.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

"Around Radio" Provokes Comment in Chicago

Saturday night at 6:15 is coming to be a regular tune-in time for a lot of Midwestern folks who appreciate WLS Program Director Harold Safford's comments on radio, past and present, along with terse news items from day to day WLS programs. The new weekly feature is titled "Around Radio" and not only helps build audience but is a definite merchandising extra for WLS advertisers, too.

Other new features include Captain Stubby and the Buccaneers with Jack Stilwill every afternoon at four—a sure listener-builder backed by a potent WLS audience promotion. And a *selling* power in Chicago and its huge neighborhood, too.

On the special events front, coverage of "George Craig Daily" when Brazil, Indiana, saluted its new national commander of the American Legion, was a WLS highlight last Thursday. John Baker, who grew up in that same little Indiana town, made the unusual broadcast for WLS. And have you heard about Enoch Squires?

WLS
Chicago 7
Represented by John Blair & Company
Adv.

Technical

EMIL TROJAK appointed chief engineer for KMBY Monterey, Calif., replacing **BILL CRABBE Jr.**, who has resigned to enter sales and service side of radio.

ED WITHERSTONE of CBL and CJBC Toronto transferred to St. John's, Newfoundland, to be supervising engineer for Newfoundland region of Canadian Broadcasting Corp.

FRED TIMM named chief engineer of KVER Albuquerque, N. M.

ERIC HERUD, veteran WOR New York studio engineer, appointed theatre manager for WOR-TV. He has been with AM station for 15 years, and in his new capacity, will coordinate operations between production and engineering personnel.

JIM ALLREAD, formerly with WMRN Marion, Ohio, joins engineering staff of WHOK Lancaster, Ohio.

JOSEPH R. (DICK) TROXEL, former director for Southern Television Productions, Louisville, and producer of TV shows for WATV (TV) Newark, N. J., appointed to technical staff of WTVJ (TV) Miami, Fla. He succeeds **JAMES LOOMIS,** resigned to enter advertising firm.

RUSH SAWYERS, chief engineer at WDVA Danville, Va., is the father of a girl.

FRANK MAKEPEACE, chief engineer of CFRN Edmonton, Alta., elected president of Jasper Place Community League at Edmonton. He has been with CFRN since 1934.

AUDIOGRAPH Co., San Carlos, Calif., announces new Audiograph console tape recorder which combines tape economy and 66 minute recording time with audio response of 40 to 10,000 cycles 2 db, operating at 7½ inches per second. Fifteen-inch speed is available by instantaneous switchover to extend response to 15,000 cycles and permit split-word editing.

BLACKSTONE BIDS

For More Dealer Co-op

IN an effort to reach a saturation point among its dealers in cooperative sponsorship of *Blackstone, Magic Detective,* quarter-hour radio series transcribed by Charles Michelson Inc., New York, the makers of Blackstone Washing Machines have launched a contest and a new cost plan.

The Blackstone factory has announced all dealers using the series will be charged 33⅓% of the costs and the factory will share the other 66⅔% with wholesale distributors. A contest is being held among the factory's 15 direct sales representatives with the man responsible for the greatest number of radio contracts awarded a 17-jewel Longines wrist watch. Runnerup prizes are Wittnauer wrist watch and a Parker 51 pen and pencil set. Contest is scheduled to end Dec. 31.

DR. E. F. W. ALEXANDERSON (l), General Electric radio and television pioneer who made world wide communication possible with the invention of his high frequency alternator, is honored with a bronze plaque noting his achievements, unveiled by his seven-year-old granddaughter, Peggy Burnham. With the inventor and his granddaughter are GE Vice President D. C. Prince and W. W. Trench (r), company secretary. Occasion marked the 31st anniversary of the first practical use of the alternator, the sending of Woodrow Wilson's 14 points or peace terms to Germany at the end of World War I. With 315 patents granted him during 46 years of active service, Dr. Alexanderson is GE's most prolific living inventor.

FCBI EXPANDS

Latin American Agreement

FOOTE, CONE & BELDING International Corp. has completed a working arrangement with seven South American advertising agencies, Luis G. Dillon, executive vice president in charge of Latin American operations for the agency, has announced.

He said that FCBI thus has completed the first phase of the expansion of its activities in the Western Hemisphere. The agency now has a Latin American organization comprising the facilities of a chain of 12 associate agencies in addition to the services of its own FCBI regional directors, coordinators and public relations officers located at strategic points in the Western Hemisphere.

The seven South American organizations are:

Pueyrredon Propaganda of Argentina; Pueyrredon, Rey Kelly, Behrens & CIA., S.R.L., of Uruguay; Publicitas of Chile; Publicidad Causa of Peru; Propaganda Epoca Limitada of Colombia; C.A. Publicidad Laif of Venezuela; Publicidad Astra of Puerto Rico.

ILLINOIS AP UNIT

Waltman Named Chairman

LAVERNE WALTMAN, news director at WLPO LaSalle, Ill., has been appointed chairman of the Illinois Assn. of Associated Press Broadcasters, succeeding Harold Safford, WLS Chicago, who has been acting chairman.

Two new vice chairmen of the AP Illinois group are Charles Harrison, WHBF Rock Island, and Robert La Mere, WLBH Mattoon.

Allied Arts

ALAN REINHART, formerly New England representative for National Research Bureau, Chicago, appointed New England representative for Harry S. Goodman Productions, New York. His office will be in Boston.

ERLING G. FOSSUM named general manager of radio and television division of Stewart-Warner Electric Co., Chicago, succeeding SAMUEL INSULL Jr., resigned to return to insurance business [BROADCASTING, Oct. 24]. Mr. Fossum, Stewart-Warner employe since 1926, served as assistant to president during past year.

Mr. Fossum

RICHARD GILBERT, recording director of Columbia Records' Masterworks Dept. for past year, appointed director of entire department. Before joining Columbia in 1948, he was recording director of RCA-Victor Red Seal records.

OXFORD-LOWE PRODUCTIONS Inc., formed in Hollywood for production of radio and television packages. Principals are EDDIE OXFORD, KMPC Hollywood commentator and motion picture editor, and SHERMAN L. LOWE, television and movie writer.

KENNETH M. PARKER joins SESAC Inc., New York, as field representative. He was previously with WBBM and WEDC Chicago, Gene T. Dyer interests in that city, KXRX San Jose and KMNS San Luis Obispo, Calif.

ROBERT SEELYE joins Coffin, Cooper & Clay Inc., Hollywood television research firm, as field director.

GENE DEITCH joins motion picture department of Jam Handy Organization, Detroit, as chief animator.

SYDNEY N. GOLDBERG, general sales sales manager of Decca Distributing Corp., New York, wholly owned subsidiary of Decca Records Inc., appointed vice president of distributing company. He will continue as general sales manager of firm, with which he has been associated for 15 years.

SAUL ABRAHAM, manager for 39 years of more than dozen New York legitimate theatres, appointed manager of DuMont TV Network's Adelphia Playhouse, New York.

Equipment

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., issues four-color illustrated booklet, "History and Manufacture of Television Receivers," available to public at all Andrea dealers.

CROSLEY Div., Avco Mfg. Corp., Cincinnati, opens regional sales office and distributing branch in St. Louis. Distributing branch is located at 3228 Locust, and headed by WILLIAM J. O'BRIEN, formerly regional representative in Providence, R. I. Regional office, headed by BRUCE MOREHOUSE, former regional promotion manager in San Francisco office, is located at 317 North 11th St.

R. A. ADAMS Co., Detroit, appointed sales representative in Detroit area for John Meck Industries Inc., Plymouth, Ind., television and radio receiver manufacturer.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces it will produce new wide-angle, 16-inch metal TV picture tube five inches shorter than conventional tubes of this size. Production will begin in December. Tube, Type 16GP4, also will feature "filter-glass" face plate.

MORY SALES Corp., New Haven, Conn., appointed exclusive television distributors for Andrea Radio Corp., in southern Connecticut.

STEWART-WARNER Corp. has reported net earnings of $1,296,284, or $1 per share, for first nine months of 1949. Net earnings for same period last year were $2,609,725, or $2.02 per share. Sales for first nine months were down 27%, for third quarter, down 30.7%.

WKJG-NABET

Uphold Union, NLRB Told

COMPLAINT by the National Assn. of Broadcast Engineers and Technicians that WKJG-AM-FM Fort Wayne, Ind., indulged in unfair labor practices should be upheld, according to an NLRB intermediate report filed Friday.

Station is licensed to Northeastern Indiana Broadcasting Co. The report was interlarded with "cease-and-desist" orders and a strong recommendation for "affirmative action" in compliance with the Labor Relations Act. It was issued by W. Gerard Ryan, trial examiner. NLRB still must act.

The dispute arose from NABET's charge that WKJG, on and after June 14, 1948, refused to bargain collectively with employes; caused and prolonged a strike begun last Aug. 12; discharged and refused to reinstate employes; and attempted to bargain individually from March through May 1948.

The licensee denied any unfair labor practices. It pointed out there was no evidence to support the complaint and that proof satisfactorily explained delay in bargaining sessions. When the union broke off negotiations and struck, the station was forced to hire permanent replacements, WKJG contended.

FIRE MAKERS

WTNS Adds Smoke to Drive

FIRE prevention was promoted to a blazing success by WTNS Coshocton, Ohio, during National Fire Prevention Week. John R. Terry, program director, reports city folk talked about the station's stunt for days afterward.

Five smoke pots placed on the roof of the station were ignited precisely at 3:14 p.m. and in split-second timing an announcer shouted fire over the air and the program switched to the roof while a newsman pulled a fire box on the street in front of the station. While the wail of sirens was heard over the air, Mr. Terry explained fire prevention week to the listeners.

Trucks pulled up in front of WTNS, laid out lines and poured water on the "fire" in two minutes 58 seconds. The whole operation was described from the roof. No advance publicity had been given other than teasers in the newspaper and on the air that a fire would be watched by about 500 people at an unnamed place at 3:15 p.m. that day.

After the demonstration, city officials, including fire chiefs, the Mayor, police chief and others, were interviewed on the roof and made a plea for prevention and complimented the station's efforts. Neither firemen nor police, except for the chiefs, were aware that the call was not for an actual fire. Direct result of promotion, Mr. Terry said, was 180 calls received at the fire station from residents requesting fire inspection of their homes.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

One Does It in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000 watt station
810kc
Programmed for Mid-America Audiences

Feature Availability
Leon Decker and The News, 12 Noon, Mon. Thru Sat. This 5-minute newscast kicks off KCMO's Hi-Noon Review—a full hour show programmed for Mid-America. Call, write or wire today.

National Representative — John E. Pearson Co.

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.
The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.
Advertisers and stations — ask about our new sales plan!
Wire, write or phone
ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced, competent manager for 1 kilowatt midwest daytime station. Real opportunity for man of proven record in programming, management and sales. Give complete record, references and tell all in first letter. Box 975c, BROADCASTING.

Salesmen

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 38D, BROADCASTING.

Local salesman for 5 kw Mutual affiliate in midsouth, major market. Attractive minimum guarantee and commission with opportunity for advancement. In answering state education, experience, references and photograph. Box 98D, BROADCASTING.

Salesman for small independent in rural area. Good opportunity with salary and commission arrangement. Must have car. Mid atlantic. Box 101D, BROADCASTING.

How tough can you get? Leading independent, in competitive midwest market, needs a hardrock salesman to mine the gold that's waiting here. Stamina and experience will pay off for both of us. If you're rugged, let's hear from you. Box 103D, BROADCASTING.

Salesman for independent in Evanston, wealthiest Chicago suburb. Must have proven sales record on independent station. Unlimited opportunity. Box 106D, BROADCASTING.

A really good local station in a good market with a good Conlan will pay a substantial draw and commission to a mature, thoroughly experienced time salesman. Box 119D, BROADCASTING.

Announcers

Experienced staff announcer for leading independent, in midwest market, 175,000 radio homes. Permanent to man with background and ability. No beginners. Disc, photo, resume, salary first letter. Box 104D, BROADCASTING.

Opening for staff announcer. 250 watt Mutual outlet in southeast. Rush audition disc, photograph and background to Box 108D, BROADCASTING.

Major network affiliate in southeast has opening for above average, thoroughly experienced announcer. Good voice, diction, versatility and ability to sell copy required. Give complete background, experience, part and expected earnings in first letter. Box 148D, BROADCASTING.

Staff announcer, must be experienced, able to handle staff work and news. Willing to grow with progressive station. Sober, dependable, willing to work with others. Send complete information, photograph and audition disc to Radio Station KHMO, Hannibal, Mo.

Experienced staff announcer with news, disc jockey and adlib ability. Helpful if some sports and sales knowledge. $200 to $225 a month. Please send disc or tape with letter. KISD, Sioux Falls, S. Dak.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Wanted, engineer-announcer, emphasis on announcing. Must be experienced disc shows, early morning and news. Audition disc and background required. WBHF, Cartersville, Ga.

Help Wanted (Cont'd)

Sports announcer with news background. Must be able handle play-by-play football, baseball, basketball plus assist news editor. Attractive base plus talent opportunity right man. Best references expected. Don't phone. Apply by letter telling all. Assistant Manager, WCAX, Burlington, Vermont.

Wanted—Experienced announcer for morning show. Send photo, letter of experience and reference to WFNC, Fayetteville, N. C.

Experienced announcer with ability to handle news and commercials intelligently. Needed immediately. Send disc and data to WTIP, Charleston, W. Va.

Technical

Help wanted—Immediate vacancy for engineer-announcer, must have experience on engineering and announcing. Daytime station, send photo and disc with first letter. Salary $55.00 for forty hour week. Box 278, Defiance, Ohio.

Production-Programming, others

Experienced copywriter wanted, able to handle all types of accounts, women preferred. Must be efficient and able to write copy speedily. Send complete information, photograph and sample copy to Radio Station KHMO, Hannibal, Mo.

Experienced commercial copywriter wanted to handle entire job on busy 1000 watt daytimer. No air-work, no show scripts, but lots of good, clear commercial copy needed. Send information and samples to Dave Taylor, WFRL, Freeport, Ill.

Wanted—Commercial copywriter. Some experience. Forty hour, good working conditions. WNBZ, Saranac Lake, N. Y.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Man with twenty years all-round experience wants to make change. Prefer small market. Box 36D, BROADCASTING.

Manager, alert, versatile for 250 watt. 7 yrs. ann.; eng.; program, copy, sales. Family man, 29. Will offer ideas, economy and plain hard work for management opportunity. Money secondary, the opportunity's the thing. Box 48D, BROADCASTING.

Combination—Can stand alone on ann.; eng., program and copy, some sales, 7 yrs. experience. Will anyone pay $90 a week? Presently employed, 29, family, sober, conscientious, curious. Box 49D, BROADCASTING.

Assistant manager, 27, married desires security plus equitable return for services rendered. Five years experience in and supervision of production, sales, programming, copy and announcing. Box 50D, BROADCASTING.

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

Twelve solid years experience in commercial radio. Plenty of "savvy" in small station operation and a wealth of metropolitan, big-time experience. Thorough grounding in all phases of station operation. I think this all adds up to a job as manager of a small station in a small or medium sized city. Personal interview at my own expense. Box 80D, BROADCASTING.

Situations Wanted (Cont'd)

Attention station owners interested in sound management. Station manager fully qualified to operate your radio property on basis of sound business principals with imaginative promotion and programming will soon be available. Fifteen years background in all phases of broadcasting including general manager of 5,000 watt fulltime operation; radio and TV director of large, national advertising agency; network production, writing and news; executive with one of nation's leading stations. Widely acquainted in radio and advertising circles. Have the know-how and experience to mold your staff and sales departments in a successful, productive organization. Married, sober. Reasons for voluntarily resigning present position easily explained. Your reply to this advertisement will be held confidential. Box 97D, BROADCASTING.

Manager, station or program, 12 years experience major and regional network key stations. Also 250 watt and TV. Announcer, producer, news editor, some sports play-by-play. Single, available immediately. Prefer east coast. Familiar large and small station operation. Box 100D, BROADCASTING.

If your independent is in a potentially good market but suffers from high operative expense, low income and/or a shortage of liseners; and if you're looking for a manager, my proposition might interest you. Box 133D, BROADCASTING.

Station manager. 7 years commercial manager. Experienced in new station organization. Top record. Presently earning $7000 as commercial manager. Promotion minded. Excellent reputation in community. Highest recommendations. Box 150D, BROADCASTING.

Salesmen

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line. I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Mr. TV or AM sale manager. I have three years advertising and promotion experience, one year AM sales, good sales record, progressive ideas, sales know-how, personality, ambition, determination, good looks. I want a future, a chance to get ahead and an interview with you. Box 117D, BROADCASTING.

Now employed as sales manager. Five years on network and independent producing excellent results. Young, reliable, good apearance having sound education and background. Know radio thoroughly. Interested in position with sound AM network station with TV plans in Maryland, Virginia or North Carolina. Box 121D, BROADCASTING.

Former announcer desires position as salesman with progressive station in east or midwest. Sales experience non-radio, but willing to learn. Sober, reliable. References. Box 133D, BROADCASTING.

Sales manager, 15 years experience tangible, intangible selling. Graduate radio school. Experienced sports announcer. Now with midwestern 1000 w, independent. Age 33, sober, married. Available two weeks notice. Photo, references. Box 137D, BROADCASTING.

Experienced sales, sales-promotion and merchandising. College education, young, aggressive, capable. Two years radio sales experience. Desire to be national sales manager. Available sales staff or assistant to general manager while training. Box 141D, BROADCASTING.

Experienced in sales, announcing. College, married, 24. Desire permanent position in large, established market. All replies answered. Bob McElroy, 2924 N. Linder, Chicago 41, Ill.

Announcers

Hello again. See my ad last week? I'm still looking. Are you progressive? Live? Want higher profits? and greater sales? Then let me build a disc show for you. I've done it, you know. At two eastern indies. And we've all made money. But there's more to this life than "just money." Like education, experience, prestige, and time for relaxation. Just to mention a few. I'm with a good station. No quality; just quantity. Gripes after a year. I'd rather concentrate; but the "fees" here aren't that high. Tell you what. Drop me a line. I'll answer your questions promptly. Box 846c, BROADCASTING.

Situations Wanted (Cont'd)

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 92D, BROADCASTING.

Experienced announcer seeking position in midwest. Here's your commercial, news, record man with exclusive experience. Box 40D, BROADCASTING.

Announcer desires immediate change from metropolitan New York area station to progressive station in any location. Experienced all phases including play-by-play, all sports. Box 43D, BROADCASTING.

Experienced announcer presently employed in New York City as staff man desires immediate change. Legitimate reason. Married, dependable, permanent position with future only. Box 44D, BROADCASTING.

Announcer-engineer, 1st class phone, two months board experience. Graduate leading announcing school. Will travel, south, east, midwest. Disc available. Box 55D, BROADCASTING.

Good announcer, news, copy, advertisements, operation my meat. Single. Will travel. Box 68D, BROADCASTING.

Disc jockey, ad-libber with program ideas. Available December first. Box 78D, BROADCASTING.

Announcer, 28, married, college graduate. 3 yrs. experience. Desire progressive station in midwest or midsouth. Can offer you sincerity and reliability. Box 80D, BROADCASTING.

Announcer, experienced, single, 33. Versatile staff man, news, commercial, special programs, jockey. Operate board. Prefer progressive Pacific coast, western station. Disc, details. Box 82D, BROADCASTING.

Sports announcer, basketball and baseball specialist, but completely experienced all sports, available after Nov. 15. College, married, veteran looking for station covering top caliber basketball and baseball. Excellent references and discs. Box 84D, BROADCASTING.

Experienced announcer-engineer, first phone. Familiar with all phases of broadcasting. Reliable, family man. Desires permanent position in progressive station. Disc on request. Box 85D, BROADCASTING.

Sports, play-by-play, network and local experience. Age thirty. Married. Want to settle in livewire southwestern baseball city. Personal interview. Box 88D, BROADCASTING.

Announcer-salesman, 1 yr. announcer-engineer northern station. Morning-combination man southern station, 1 yr. 2 mo. salesman (student) both stations. Sober, steady worker. Full details, audition disc, on request. Box 94D, BROADCASTING.

Experienced announcer, continuity writer, news editor, DJ, adlib ability. Operate console. Excellent references. Box 99D, BROADCASTING.

Announcer, 21, two years experience, deep network quality voice, excellent news, commercial and DJ. Has reached peak at present employment, desires position at New England or Pennsylvania station. Personal interview in region. Available immediately, references, Wire. Box 102D, BROADCASTING.

Announcer, DJ, news, 2½ yrs. commercial experience. Permanent position in or about metropolitan area. References, available immediately. Box 107D, BROADCASTING.

Attention. Who will give a versatile negro, disc jockey, announcer with talent and ideas a start in radio? 24 years in show business, graduate of a NY school of radio broadcasting 6 months training including CBO on metropolitan stations. Excellent background and references. Will locate anywhere. Photo, resume, disc, available. Call evenings, Trafalgar, 6-0325, NY, or write Box 111D, BROADCASTING.

Announcer-Radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to obtain needed experience. Excelling in commercial copy, newscasting. Can handle all sports. Run control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 112D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, program director, newseditor. 13 years experience. Former NBC, CBS. Married, will go anywhere. Disc and photo on request. All replies answered. Box 113D, BROADCASTING.

Recent graduate in radio journalism. Desire an announcing job with an opportunity to work hard and learn. Single, 25, disc, photo available. Box 115D, BROADCASTING.

15 years experience. Announcer-producer-writer-newscaster. Last employment 50 kw NBC outlet, TV station. Understand TV announcing and production. Came up in radio when you had to do everything around the station. Have operated RCA, Western Electric, Gates and home-made boards. 35, single, ready. Box 120D, BROADCASTING.

Going for $65 week minimum. Thoroughly experienced announcer. 5 years radio, 3 in announcing. B. A. Northwestern U. training, 27, single, personable. Can produce, write, report. East preferred. Box 125D, BROADCASTING.

Announcer experienced all phases and writing. Small east coast station preferred. Box 130D, BROADCASTING.

Announcer, sportscaster, time sales, college grad. Limited experience small New York station. Will travel. Resume, disc. Box 131D, BROADCASTING.

Announcer, production conscious. Three years with independent, doing own board work. Strong on news. Desire opportunity to do more production work. Excellent references and disc available. West of Mississippi preferred. Box 135D, BROADCASTING.

Experienced personality disc jockey and staff announcer. Complete details upon request. Box 138D, BROADCASTING.

Topflight announcer (this ad placed by station wanting to see him earn what he's worth), all-round man with excellent sales voice, 12 years experience on stations of WNEW, WXYZ, KYW. WITH calibre-worth $125 weekly. Make offer. Married, with family. Will go anywhere. Box 142D, BROADCASTING.

Staff announcer, two years experience, newscaster, disc jockey, commercial man. Can operate own control board. Prefer midwest. Box 144D, BROADCASTING.

First phone plus 1½ years announcing (staff, news, sports, nemo), music library. AM-FM X-mitters. Prefer Del., Md., Va. area. $70 week. Box 145D, BROADCASTING.

Attention, regional coverages (AM-TV), 10 years experience, now doing an AM-FM show which would be highly adaptable for TV. Special abilities for late evening disc shows and MC work. College grad. 28 years old. Know programming and production. Request personal interview. Box 146D, BROADCASTING.

Announcer, vet, graduate of oldest school of broadcasting in country. CBS instructor taught all phases of broadcasting. Two years college. Producer, singer, MC of amateur shows in Chicago nite clubs. Staff member of 5000 watt NBC affiliate. Try anything, anywhere. Box 147D, BROADCASTING.

Announcer, single, 21, reliable. Three years experience. Do anything well, travel anywhere. Available immediately. Excellent references. 3124 Telegraph Ave., Oakland, California.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM, presently employed, married. KVIK, 100 Terracita, San Francisco, Calif.

Veteran, college radio major. Also singer and actor. Looking for a start. J. Coppola, 59-18 Putnam Ave., Ridgewood 27, N. Y.

Young man, 21 years of age interested in radio announcing and writing. Graduate of Pathfinder School of Radio, Kansas City, Mo. Contact Richard R. Lancaster, 2915 Charlotte, Kansas City, Mo. Telephone Valentine 1641.

Announcers—Early morning men. Top commercial men trained in all-round announcing, writing and production. $40-$50 to start. Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HA-0473.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperienced. Available immediately. Box 19D, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 51D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 58D, BROADCASTING.

Engineer, two years transmitter, remote experience. Graduate RCA Institutes, NYC. Enrolled in CREI correspondence course. Army radar experience. Willing to travel. Box 64D, BROADCASTING.

Young man, 2nd class phone license desires permanent job in broadcasting station. Location not important. No experience. Box 67D, BROADCASTING.

Engineer, age 23, single with car. Transmitter, studio and remote experience with 250 watt and 1 kw stations. Construction experience in 1 kw directional. Desire position in middlewest with no announcing. Box 75D, BROADCASTING.

Available immediately—Chief engineer. 2 years college, 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Desire permanent position with progressive station. Sober, excellent references. Box 76D, BROADCASTING.

Engineer, 1st phone, single. Graduate leading radio school. Desires transmitter or combination work. Disc, photo and reference on request. Box 77D, BROADCASTING.

Control room or transmitter engineer. Experienced with Mutual outlet. Married, car, will travel. Graduate reputable school. 1st phone license. Box 87D, BROADCASTING.

Position wanted—Graduate radio engineering course Valparaiso Technical Institute with first phone license, seven months broadcast experience AM-FM transmitters. Write Box 89D, BROADCASTING.

Engineer experienced all phases broadcast. Presently employed. Will consider all offers. Married. Permanent. Box 92D, BROADCASTING.

Engineer, B.S.E.E. Degree. 1st class radio-telephone license, class A amateur license. 38 months studio and transmitter experience (including 5 and 50 kw). Box 96D, BROADCASTING.

Experienced engineer, three and one-half years at five kw station, control room, transmitter, remotes, maintenance, construction, good theoretical and practical background. Box 109D, BROADCASTING.

Licensed engineer, two years experience. Transmitter, studio control operation, maintenance. Will travel. Box 110D, BROADCASTING.

Engineer, 1st phone. Also training in announcing and control board. Midwest preferred. Box 116D, BROADCASTING.

First phone, graduate 22 months AM-FM-TV course, college graduate. Navy vet, married. Available at once. Box 126D, BROADCASTING.

Transmitter operator available immediately. 600 mile radius NYC. $50 minimum. Six months 1 kw experience, single, car. Box 128D, BROADCASTING.

Engineer, two years army experience. 18 months RCA Institute. Experience as summer replacements, did remotes. Box 129D, BROADCASTING.

First class operator. Young. Do not smoke or drink. Graduate of E.R.T.I. Omaha. Eugene Brown, Alden, Iowa.

First phone, telegraph, 24, married, six years aircraft marine experience, some broadcast. Desire position, will relocate. Francis Crosby, 114 Allston St., Allston, Mass.

Young man with first phone desires position as engineer. Single, will work anywhere. W. M. Dickinson, 515 West 5th, Mitchell, S. Dak.

Situations Wanted (Cont'd)

First phone technician, four years experience desires transmitter position up to 5 kw. Prefer midwest but will consider all attractive offers. Available at once. Jeff Rice Jr., 708 West Central, Bentonville, Ark.

Production-Programming, others

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

I'm looking for a good program job where I can put to use my ten years experience in programming and five years in sales and administration. Box 37D, BROADCASTING.

21½ years production and continuity experience, 5000 watter. University graduate, 26. Can handle promotion, sales and traffic. Southeast preferred. Box 90D, BROADCASTING.

Program director, producer, announcer, writer. Capable, conscientious. Seven years of well rounded experience. Age 30. $75 per week. Box 93D, BROADCASTING.

New York, Chicago, major markets, program and administrative director of million dollar grossing AM-FM independent and TV network outlet in 25 station market seeks step upward. Exceptional Hooper and sales record with soundly built low budget shows. Seek above average opportunity established station. Salary-bonus. Box 105D, BROADCASTING.

Capable girl Friday wants chance to prove her worth. Can build and do womens and kiddies shows that will get you listeners. Single, age 25, civic-minded. B.A. Degree in speech and dramatics. Box 114D, BROADCASTING.

Topflight copywriter available. Also experienced in the handling of women's and children's programs. Box 118D, BROADCASTING.

Ten years experience programming, announcing, promotion, writing. Family man. Prefers midwest. Box 122D, BROADCASTING.

Topflight announcer. Solid background all phases radio. Interested programming or promotion position. Box 123D, BROADCASTING.

Program director exceptionally strong on show-building and announcing. Responsible family man. Box 124D, BROADCASTING.

Right hand: 4A agency experience. Traffic, assistant timebuying, production. Secretarial skills. College, personable. Box 127D, BROADCASTING.

Program director, three years experience with independent, two as program director and assistant manager. Write production copy that sells sponsor on radio and sell listeners on sponsor. Excellent references, disc. Prefer west of Mississippi. Box 134D, BROADCASTING.

Experienced commercial continuity and dramatic script writer. Resume and samples upon request. Box 139D, BROADCASTING.

Need a gal? Experienced news editor and women's program director desiring to advance. Prefer news position, will consider anything. Young, capable, single, make friends easily. No preferred location. Let me give you full details. How about it? Box 143D, BROADCASTING.

Employed program director, 250 watt. Sick of backward country. Spot announcement stations. Want same or better position. Experience in network, independent. Will settle in New England. No genius, like good radio. Box 149D, BROADCASTING.

Experienced eight years. Vocalist, announcer, copywriter, music librarian. Location not important. References. Recordings. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Television

Managerial

Available at once. Young, capable, television executive with practical experience from production and programming to and including complete station management. Now in his twelfth year of television. Will accept satisfactory position anywhere in the United States. Box 140D, BROADCASTING.

Television (Cont'd)

Technical

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

Production-Programming, others

Assistant director, floor manager, radio, 4 years program director, music director, announcer. Theatre 13 years; all phases. Education; college graduate, TV school. Will travel anywhere. Box 20D, BROADCASTING.

Television producer-writer. Extensive radio-TV background. Presently New York. Available December first. Box 79D, BROADCASTING.

Nine years radio—all phases. Eighteen years little theater acting, directing. Want TV future announcing, producing or radio PD, chief anner. Box 81D, BROADCASTING.

For Sale

Stations

For sale, New York City area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Equipment, etc.

RCA 250k Delux AM transmitter. Condition like new, complete with spare tubes. Going to higher power and will sacrifice for $1750.00. Write for full particulars. Box 132D, BROADCASTING.

One kilowatt FM Federal 191-A in excellent condition. Presently used as spare. Easily and inexpensively converted to 3 kilowatt. Cost $9,000, sell for $4,500, or best offer. KOWH, Omaha, Nebr.

Bargain—For sale—250 watt composite transmitter with two crystal ovens complete with crystals for 1240 kc. Separate power supplies for final amplifier and modulators on separate rack. Separate power supply for crystal, buffer stages and bias. This transmitter used three years. No loss of air time. Transmitter also includes coaxial changeover relay. One hundred per cent spare tubes and monitor pick-up receiver. Transmitter has 14 meters including remote antenna meter. Best offers over $950.00. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Pennsylvania.

RCA 250k transmitter $1650, IDECO 399 ft. guyed tower complete with lighting equipment $3800, W. E. 54-A FM antenna $1500, RCA 76-B console $500, RCA modulation monitor 2235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

Bargain—For sale two broadcast type microdyne 250 ohm magnetic pick-ups and arms for 33 and ⅓ and 78 transcriptions and recordings, complete with two Gates three positions ortho acoustic filters, also 2 spare pickup heads. Sacrifice all for $80.00. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Pennsylvania.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

For sale—Bargain. Two type Brush hi-fi pick-ups and arms for transcriptions and recordings with 2 spare cartridges and 2 number 3761-B equalizers. These pick-ups have permanent sapphire needles. For sale $30.00, for both. Contact J. E. McCormack, Chief Engineer, WHUM, Reading, Penna.

Wanted to Buy

Stations

Want to buy—Small station in good market. Have $7000.00 for initial payment. Send full details including possible terms and photo of building. Box 95D, BROADCASTING.

(Continued on next page)

XUM

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Employment Service

Wanted, now, tomorrow? Manager, PD, sales, announcer-deejays, copy-chiefs, TV-AM-FM technicians and combinations thereof. RRR-Radio TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Announcer

ANNOUNCER
5000 WATT CBS STATION
Desires change to Chicago vicinity. Excellent radio background. Ad-lib, emcee work.
BOX 91D, BROADCASTING

Television

Technical

NOW AVAILABLE
Screened AM-FM-TV engineers, technicians and licensed experienced operators. Contact:
BOX 26D, BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE
• NEW YORK •
HOLLYWOOD • CHICAGO
America's Oldest School Devoted Exclusively to Radio & Television
Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.
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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

UNDAUNTED by a S-R-O sign that was hung out for latecomers who came to the studios of KILO Grand Forks, N. D., to view the *Red River Valley Party*, two painters almost stopped the show. It seems that they took advantage of scaffolding equipment on the building to hoist themselves to the fifth floor window and viewed proceedings from their suspended perch.

Miscellaneous

BEGINNING ANNOUNCERS!
Having trouble getting started? YOU SEND US: Your audition transcription, return postage and $5.00. WE SEND YOU: A carefully detailed analysis of your work; we point out your strong and weak points, your faults of delivery, voice, pronunciation and style, and answer any of your questions about radio. Take advantage of our years of experience. AUDITIONS, 108 E. 17th St., New York 3, N. Y.

Employment Service

EXPERIENCED BROADCAST PERSONNEL
RADIO BROADCAST ENGINEERS
TELEVISION STATION TECHNICIANS
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IRE CONFERENCE
Dallas Meet Dec. 9-10

SECOND Southwestern Institute of Radio Engineers Conference, sponsored by the Dallas-Ft. Worth Section of IRE, will be held Dec. 9-10 at the Baker Hotel in Dallas.

It will feature technical papers on radio, television and geophysics problems; electronic equipment exhibits, and field trips to Dallas-Ft. Worth television stations and to geophysical laboratories and similar points of interest. A special program is being arranged for the wives of attending engineers.

R. A. Broding of the Magnolia Geophysical Experimental Lab., Dallas, is general chairman of the conference. Success of last December's session, officials said, prompted the decision to stage the conference again this year. "All engineers interested in the Southwest electronic industrial development are invited," conference planners reported.

RELIGIOUS RADIO
NCCM Cites Broadcasters

COOPERATION of American broadcasters with all religions in the United States was cited last week by Emmet A. Blaes, president of the National Council of Catholic Men, in recognition of the 29 years of radio's progress celebrated in National Radio and TV Week.

Mr. Blaes sent letters of congratulation to the heads of NBC, ABC and Mutual and their affiliates who carry programs produced by the NCCM (*Catholic Hour* on NBC; *Hour of Faith* on ABC; *Faith in Our Time* on MBS). He said the cooperation by broadcasters with the church "has been of untold value to the betterment of our American way of life." Emphasizing that Americans "can feel justly proud" of the accomplishments of broadcasting "in the relatively short period of existence," Mr. Blaes noted "this industry is an integral part of the American way of life."

TRANSIT RADIO
Reports 128 New Sponsors

TRANSIT RADIO Inc., New York, reports an increase of 128 new sponsors on 14 of its stations, bringing to 393 the total of national and local advertisers on busses and street cars.

New national advertisers include Swift & Co., Vigoro, Fanny Farmer Candy Shops and Ford Dealers Assn., all through J. Walter Thompson Co.; Musterole through Erwin Wasey; Bond Stores through Neff-Rogow; Bristol-Myers for Ipana through Doherty, Clifford & Shenfield; Fehr Baking Co. through Ruthrauff & Ryan; Miles Labs through Wade Agency; Mrs. Filbert's Mayonnaise through SSC&B; Feltman & Curme Shoes direct.

In addition, Transit announces the following renewals: Swift & Co. for Jewel Shortening through J. Walter Thompson; Hyde Park Beer through McCann-Erickson for a 26-week contract; Baker Brush Co., through Arthur Cohn & Assoc.; Household Finance Corp. through Levally Inc. has added additional Transit Radio markets.

NO HEARSAY
In WKRC Newsman's Cast

UNDILUTED proof of gambling activity—minus hearsay or speculation—was given WKRC Cincinnati listeners in a news recap Oct. 19, by Newsman Tom McCarthy who used several recorded telephone conversations to produce startling results.

On Mr. McCarthy's 5 p.m. newscast that day, he reported a gambling shut down had been ordered in Newport, Ky., a Cincinnati neighborhood community. This brought an anonymous call from a Kentucky listener advising him the crackdown was over. Deciding to see for himself, Mr. McCarthy went to work with his recording devices, calling six of the largest Newport gaming emporiums asking: "Are you going to have gambling tonight or is the lid really on?"

Since he did not identify himself, employes of all the clubs unhesitatingly told him the tables would be operating per usual. Finishing his last transcription only a few minutes before the 6 p.m. news broadcast, Mr. McCarthy gave WKRC listeners his interviews right off the original recordings complete with dial tones, wrong numbers and retorts.

Leo Bolley Dies

LEO BOLLEY, 45, sports commentator of WPEN Philadelphia, died on Oct. 26 after suffering a heart attack. He had recently returned from broadcasting a football game at Dallas, Tex. He formerly played football for the Green Bay Packers' professional team.

New England Opportunity

An outstanding New England situation—fulltime 250 watt operation—exclusive market. Excellent potential. Capable manager needed. Station operating profitably. An unusual opportunity for 100% ownership for $75,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 72)

November 3 Decisions . . .

BY COMMISSION EN BANC

WASK LaFayette, Ind.—Granted authority to operate temporarily from Frankfort, Ind., for period of 30 days.

BY THE SECRETARY

WDWD Dawson, Ga.—Granted request for voluntary acquisition of control of licensee corporation through purchase of 100 sh common stock by Ed Stevens and William C. Woodall from Allen M. Woodall.

WILK-FM Wilkes-Barre, Pa.—Granted license covering changes in FM station Chan. 241 (96.1 mc), ERP 3.1 kw, 980 ft.

Pawtucket Bcstg. Co. Providence, R. I.—Granted mod. CP change trans. location and to change trans. of KC2XAB.

Following were granted mod. CPs for extension of completion dates as shown: KC2XAB Providence, R. I., to 2-24-50; WLWD Dayton, Ohio, to 6-1-50; WOC-TV Davenport, Ia., to 2-2-50; KMTV Omaha, Neb., to 2-1-50; KA-3871 Minneapolis, to 4-30-50; WNLC-FM New London, Conn., to 2-18-50; KREL-FM Goose Creek, Tex., to 5-21-50; WWVA-FM Wheeling, W. Va., to 5-21-50; WTHI-FM Terre Haute, Ind., to 2-5-50; WXRT Chicago, to 4-24-50; WMBD Peoria, Ill., to 5-15-50; KAST Astoria, Ore., to 12-10-49; WSAZ-FM Huntington, W. Va., to 4-3-50; on cond. that construction be completed or interim operation provided by that date: WJBK-FM Detroit, Michigan, to 5-29-50; WHIS-FM Bluefield, W. Va., to 6-1-50; WMAZ-FM Macon, Ga., to 5-28-50; WJBK-TV Detroit, Mich., to 5-20-50; WTCN-TV Minneapolis, to 4-30-50.

KNBY Newport, Ark.—Granted license for new standard station 1280 kc 1 kw D.

KSRO Santa Rosa, Calif.—Granted mod. license to change main studio location.

WVPO Stroudsburg, Pa.—Granted request for cancellation of CP to mount FM ant. on present AM tower.

KERG Eugene, Ore.—Granted mod. CP for extension of completion date to 1-19-50.

The Journal Co. Milwaukee—Granted CP and license for new remote pickup KA-4545.

WHYN-FM Holyoke, Mass.—Granted license for new FM broadcast station Chan. 226 (93.1 mc), ERP 3.2 kw, 985 ft.

KTTS-FM Springfield, Mo.—Granted license new FM station Chan. 234 (94.7 mc), 11 kw, 225 ft.

WMUN So. of Muncie, Ind.—Granted license covering changes in existing FM station Chan. 281 (104.1 mc), 7.4 kw, 240 ft.

Miami Bcstg. Co., Area, Miami, Fla.—Granted mod. license to KA-3059 to change frequency from 156.75 mc, to 152.11 mc.

The Atlanta Journal Co., Atlanta, Ga.—Granted mod. license KA-4548 to change frequency from 33.38, 35.02, 37.62 and 39.82 mc to 26.25 mc and to operate with WSB-TV as well as WSB Atlanta; to change emission from A-3 to F-3.

Columbia Bcstg. System Inc., Area Los Angeles—Granted mod. license KA-4547 to change frequencies from 33.38, 35.02, 37.62, 39.82 mc to 26.21, 26.31, 26.41, 26.11, 26.45 mc.

E. E. Krebsbach Area Sidney, Mont.—Granted CP new remote pickup KA-4561.

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 3

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,055	2,021	209		330	261
FM Stations	742	471	335	*9	51	30
TV Stations	89	22	90		352	182

*5 on air

• • •

Docket Actions . . .

OPINIONS AND ORDERS

WARL Arlington, Va.—Adopted order dismissing proceeding to determine whether station had violated Sec. 316 of Communications Act forbidding lottery broadcasts in view of current court proceedings which will settle legal issues of general applicability. Order Oct. 28.

Lawrence Bcstg. Co., Lawrence, Kan.—Adopted memorandum opinion and order denying petition for reconsideration and grant of application for new AM station; ordered that hearing heretofore continued indefinitely pending action on petition be scheduled Nov. 28 at Washington. Order Oct. 28.

WCAR Pontiac, Mich. — Adopted memorandum opinion and order denying request for waiver Sec. 3.23(c) of rules and pertinent provisions of standards, for mod. current license to specify hours during month of November as 7:15 a.m. to 5:15 p.m. in lieu present license for 7:30 a.m. to 5:15 p.m.; ordered application for mod. license dismissed. Order Oct. 28.

Non-Docket Actions . . .

AM GRANTS

KAFY Bakersfield, Calif.—Granted change from 1490 kc, 250 w, to 1kw on 550 kc, directional. Granted Oct. 28.

WMJM Cordele, Ga.—Granted nighttime power increase from 100 to 250 w. Operating 1490 kc, 250 w. Granted Oct. 28.

KFPW Fort Smith, Ark.—Granted switch from 1400 kc to 1230 kc, operating with 250 w fulltime. Granted Oct. 28.

WATO Oak Ridge, Tenn.—Granted change from 1490 kc to 1450 kc, operating 250 w fulltime. Granted Oct. 28.

WLAQ Rome, Ga.—Granted switch from 1 kw day on 670 kc to 1 kw fulltime on 1410 kc, directional night. Granted Oct. 28.

KBKI Alice, Tex.—Granted change from daytime to fulltime operation, install directional night. Operating 1070 kc, 1 kw. Granted Oct. 28.

WERC Erie, Pa.—Granted power boost to 5 kw using different directionals day and night on 1260 kc. Granted Oct. 28.

Clifton, Ariz.—Saguaro Bcstg. Co., granted 1400 kc, 250 w fulltime; estimated cost $12,090. Grantee is owned by Dwight Harkins Amusement Enterprises Inc., which owns 74% of KTYL Mesa, Ariz. Granted Oct. 28.

Los Alamos, N. M.—Rio Grande Bcstg. Co., granted 1490 kc, 250 w fulltime. Rio Grande is licensee KOAT Albuquerque, KGAK Gallup and KTRC Santa Fe, N. M. Granted Oct. 28.

Pampa, Tex.—Radio Station KICA, granted 1230 kc, 250 w fulltime. Grantee is licensee KICA Clovis, N. M. Granted Oct. 28.

Alamogordo, N. M.—Otero Bcstg. Assn., granted 1230 kc, 250 w fulltime; estimated cost $8,725. Co-partnership: Norman B. Lassetter, ex-chief engineer KDLK Del Rio, Tex., and Louis M. Neale Jr., ex-chief engineer and assistant manager WALD Walterboro, S. C. Granted Oct. 28.

Chillicothe, Mo.—Cecil W. Roberts, granted 1010 kc, 250 w daytime; estimated cost $10,775. Grantee is owner KREI Farmington and KNEM Nevada, Mo. Granted Oct. 28.

Yuma, Ariz.—Sale River Valley Bcstg. Co., granted 1240 kc, 250 w fulltime; estimated cost $19,850. Grantee is licensee KOY Phoenix, Ariz. Granted Oct. 28.

Sunnyside, Wash.—Cole E. Wylie, granted 1050 kc, 250 w daytime; estimated cost $14,735. Grantee is owner KREM Spokane, Wash. Granted Oct. 28.

Tampa, Fla.—Hillsboro Bcstg. Co., granted 1590 kc, 1 kw daytime; estimated cost $20,419. Co-partnership: E. P. Martin, attorney; his wife, Alpha Martin; Elmo B. Kitts, owner radio repair shop. Granted Oct. 28.

Kinston, N. C. — Commonwealth Bcstg. Corp., granted 1010 kc, 1 kw daytime; estimated cost $10,000. Grantee is licensee WLOW-AM-FM Norfolk, Va. Granted Oct. 28.

Weirton, W. Va.—Weirton Bcstg. Co., granted 1430 kc, 1 kw fulltime, directional; estimated cost $67,245. Principals: Charles P. Mead, attorney, president 2.86%; Charles B. Hart, sales executive Wheeling Stamping Co., vice president-secretary 2.86%; Louis C. Horter, president, National Bank of Wheeling, treasurer 0.95%; Wilbur S. Jones, chief owner Stone & Thomas Dept. Store, Wheeling, director 2.86%; John E. Laughlin, minor stockholder KQV Pittsburgh, 2.86%. There are 46 stockholders. Granted Oct. 28.

FM GRANT

Madison, Wis.—State of Wis. Radio Council, U. of Wis. Campus, granted new noncommercial, educational FM station, Channel 202 (88.3 mc), ERP 50 kw, antenna 630 ft. Estimated cost $68,500. Granted Oct. 28.

TRANSFER GRANTS

WKJG-AM-FM Fort Wayne, Ind.—Granted transfer of control of Northeastern Indiana Bcstg. Co. from William A. Kunkel III, individually and as administrator of estate of William A. Kunkel Jr., and Gilmore S. Hayne through sale of all stock for $33,261 to owners of WFTW Fort Wayne. WFTW, assigned 1 kw daytime on 1090 kc, to be dropped. WKJG assigned 5 kw on 1380 kc. New owners are: Clarence L. Schust and H. Leslie Popp, 28%

(Continued on page 80)

KWRN-FM Reno, Nev.—Granted request to cancel CP covering power increase in existing FM station.

Shamrock Bcstg. Co. Houston, Tex.—Granted mod. CP KXB-613 to change frequency from 156.75 and 158.40 mc to 26.41 mc; power from 15 w to 25 w, emissions from special for FM to A3 and F3, and change trans., to be used with KXYZ-AM-FM; extend commencement and completion dates from 4-25-47 and 10-26-47 to 90 days from date of grant and 90 days thereafter, respectively.

KELS Kelso, Wash.—Granted license new standard station 1490 kc 250 w unl.

WBLK Clarksburg, W. Va.—Granted license install new vertical ant., changes in trans. and change of trans. location, and mount FM ant. on side of AM tower.

WMCU Berlin, N. H.—Granted CP install new trans. and make changes in ground system.

WSID Essex, Md.—Granted CP make changes in presently licensed vertical ant.

WHFC Cicero, Ill.—Granted mod. CP to install new trans.

KGVO Missoula, Mont. — Granted mod. CP change type trans.

CONTINUITY WRITER
Good Opening
Southeastern Michigan
BOX 151D, BROADCASTING

ACTION ON MOTIONS

(By Commissioner Sterling)

The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased—Granted petition to accept late its appearance in proceeding on application for renewal of license of WGWD Gadsden, Ala.

Malden Bcstg. Co., Malden, Mass.—Granted petition requesting dismissal without prejudice its application.

WLOK Lima, Ohio—Granted petition requesting dismissal without prejudice its application; petition filed 7-22-49 for reconsideration and grant dismissed as moot.

WJBK Detroit—Granted petition insofar as it requests leave to amend application to reduce power from 10 kw-N, 25 kw-D to 5 kw unl., to specify revised ant. and new trans. site, to furnish new coverage and interference estimate and field intensity measurements.

WBAP Fort Worth and WFAA Dallas, Tex.—Granted joint petition for leave to amend applications to specify reduced maximum expected operating voltage in direction of WNAX Yankton, S. D., provide vertical section in m.e.o.v. in vertical and horizontal plane section towards XELQ Merelia, Mexico, to show interference calculations relating to WMAN Marinette, Wis., and to specify certain other data pertaining to coverage of proposals and interference conditions.

(By Examiner Jack Blume)

Minnesota Bcstg Corp. — Granted petition for extension of time to file proposed findings in re applications of WGBF Evansville, Ind. and WMRO Aurora, Ill. Extended to 11-21-49.

Gretna and Lower Coast Radio and Bcstg. Co. Inc., Gretna, La.—Granted petition for leave to amend application to specify definite trans. site, and make other changes in engineering portions of application.

CBS
600 on your dial
Southwest Network
5000 Watts
MORE DIALERS PER DOLLAR
KROD
• KROD reaches out into the rich El Paso Southwest Market with strong power, and a good signal. This, plus the known pulling power of CBS, assures you "more dialers per dollar." KROD is the Key Station of the Southwest Network, the far-west link of the Lone Star Chain. Better book time on KROD today.
RODERICK BROADCASTING CORP.
•
Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Company, Inc.
KROD *Your Southwestern Salesman*
EL PASO • TEXAS

FCC Roundup

(Continued from page 79)

Transfer Grants Cont.:

each; Edward and Walter Thoms, 19% each; John Foothill, 0.8%; Herbert Willis, 0.5%, Estate of Earl Groth, 4%, and Earl Groth Jr., 0.9%. Granted Oct. 28.

WFRO-AM-FM Fremont, Ohio—Granted assignment of permit from Robert F. Wolfe and Margaret Wolfe, sole owners, to new firm in which they receive 88.35%. Remaining stock is purchased by eight employes of Robert F. Wolfe Co., permittee firm which also is in office equipment and paper business. Granted Oct. 28.

WJAG Norfolk, Neb.—Granted transfer of control of Home Pub. Co., licensee, through gift by E. F. Huse of part of his 51% interest to E. F. Huse Jr., Jean Huse Powell and Charlotte Huse Phelps. Mr. Huse Sr. retains 36% interest. WJAG is assigned 1 kw on 780 kc. Granted Oct. 28.

New Applications . . .

TRANSFER REQUESTS

KELP El Paso, Tex.—Transfer of control of Paso Bcstg. Co. Inc., licensee, from Ed V. Mead, Lewis O. Seibert, Robert M. Jackson and J. T. Carroll, equal owners, to Richey Evangelistic Assn. for $40,000. Transferee is non-profit religious organization headed by Raymond T. Richey, pastor and president of Evangelical Temple Corp. of Houston, Tex. Others associated with Mr. Richey are Andrew J. Richey, V. P. Richey and Leonard Richey. KELP is assigned 1 kw day on 920 kc. Filed Oct. 24.

WHCC Waynesville, N. C.—Assignment of license from Smoky Mountain Bcstrs. Inc. to WHCC Inc. for $10,000. WHCC Inc., which acquired station property and facilities through liquidation of Smoky Mountain Bcstrs. in deed of trust foreclosure by First National Bank of Waynesville, is headed by Holt McPherson, 25% owner WOHS Shelby, N. C., 97.27% owner. Others include Harry Robinson, WHCC manager; Carolyn P. Phillips, office manager, and Frank Wilber, engineer. WHCC is assigned 250 w on 1400 kc. Filed Oct. 19.

WREV Reidsville, N. C.—Assignment of permit from W. M. Oliver and C. R. Oliver d/b as The Reidsville Bcstg. Co. to new corporation of same name and ownership. No money involved. Filed Oct. 19.

WCLD Cleveland, Miss.—Assignment of permit from C. W. Capps, Lowry Tims and Cy N. Bahakel d/b as Cleveland Bcstg. Co. to new corporation of same name and ownership. No money involved. Filed Oct. 25.

WINS New York—Assignment of license from Crosley Bcstg. Corp. to Il Progresso Italo-Americano Pub. Co. for $512,500. Assignee is headed by Generoso Pope, who also owns WHOM New York. See stories BROADCASTING, Sept. 26, Oct. 3, 31. WINS is assigned 50 kw day, 10 kw night on 1010 kc, directional fulltime. Filed Oct. 25.

KWRO Coquille, Ore.—Assignment of license from William E. Walsh and Walter L. Read d/b as KWRO Bcstrs. to KWRO Inc., new corporation of same owners. No money involved. KWRO assigned 250 w on 1450 kc. Filed Oct. 25.

KSFO San Francisco—Assignment of permit for 50 kw on 740 kc to CBS' KCBS San Francisco. KCBS to give up grant for 560 kc, on which KSFO is operating. See story BROADCASTING, Oct. 31. Filed Oct. 25.

KFXJ Grand Junction, Col.—Assignment of license from R. G. Howell and Charles Howell d/b as Western Slope Bcstg. Co. to new corporation of same name and ownership. No money involved. KFXJ assigned 1 kw day, 500 w night on 920 kc. Filed Oct. 26.

KELT Electra, Tex.—Assignment of permit from C. C. Elkins Jr. and Bill Lindsay d/b as Oil City Bcstg. Co. to new corporation of same name and ownership. No money involved. KELT assigned 250 w day on 1050 kc. Filed Oct. 26.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK **WHBC** CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

STRIKE VOTE

Called by Chicago IBEW

STRIKE vote against four Chicago independent stations has been called by 40 broadcast engineers, members of Local 1220, International Brotherhood of Electrical Workers (AFL). It is understood the strike date will be set if the outcome of the proposed meeting with management next week for higher wages proves unsatisfactory to the union.

Engineers at WJJD (Marshall Field), WIND *(Daily News)*, WAAF *(Drovers Journal)* and WGES, through union labor relations consultant, David Dolnick, have been negotiating more than two months for higher wages. Scale now is $92.50 weekly. Local 1220 seeks an "equitable" increase, but has asked no specific sum. Managers of the stations are understood to be represented in negotiations by WIND attorneys. They are reported to have offered $2.50 per week for men at WIND, WGES and WAAF, and $3.50 at WJJD, which is a 50 kw outlet. IBEW has engineers at 10 other Chicago stations. Ralph Atlass, manager of WIND, confirmed that a "minor offer" had been made. He added that WIND has a higher scale for engineers than for any station personnel, including musicians and announcers. None of the stations was notified of the strike vote officially.

FOY D. KOHLER, new chief of State Dept's International Broadcasting Division, which airs Voice of America broadcasts, appeared as guest last week on WRC Washington *Nancy Osgood Program* in connection with observance of National Radio Week.

FCC Network Review

(Continued from page 23)

involve complaints filed by WING Dayton, WJW Cleveland, and KPRO Riverside, Calif., charging the network with violating FCC's network rules. In NBC's case, the "question" relates to a telegram sent by Administrative Vice President Sidney A. Strotz to an affiliate, KHQ Spokane, during negotiations over a program to be broadcast in station (non-option) time. The telegram, introduced as evidence in the spot representation hearing, referred to "loyalty" to NBC and mentioned that "If you don't like our affiliation we would like to know about it now."

FCC told NBC that "this testimony [with respect to the telegram] would appear to present a substantial question as to whether the NBC has violated or attempted to induce or coerce its affiliate to violate certain of the Commission's Chain Broadcasting Regulations."

The Don Lee case, heard in January 1947, involves charges—denied by the network—relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity, and rights of an affiliate to reject programs offered by a network.

The case, FCC said, is "presently pending before the Commission for decision."

It was considered unlikely, however, that any final action would be taken on it until Comr. Rosel H. Hyde returns permanently from the NARBA conference in Montreal. This seems unlikely before about Thanksgiving at the earliest. Comr. Hyde presided in the Don Lee hearing and his colleagues presumably would want his views before reaching a final decision.

The Commission's letters to all three networks cited the pendency of the spot representation issue. NARSR contended, FCC pointed out, that network representation of affiliates in the sale of national spot advertising is—or should be—a violation of the network rules. If it is found not to be, the representatives organization asserted, then the network rules should be amended.

'. . . Makes Waste'

THE HASTE with which FCC dashed off its letters putting ABC, CBS, and NBC owned stations on temporary licenses (see story page 23) was self-evident. Three times in the three letters FCC referred to the National Assn. of Radio Station Representatives; only on the last time did it get the name right. The first two times the organization was called the National Assn. of Radio SPOT Representatives.

RADIO AND AP

Kansas Group Cooperates

RADIO can make Associated Press a better service if stations, too, give good service, Kansas AP Broadcasters were told at a recent meeting in Lawrence, Kan. Broadcasters were urged to get news of their territories to AP, thereby sharing an equal responsibility with newspapers in the exchange of news among members.

Featured speaker at the meeting of the year-old Kansas Assn. of AP Broadcasters was Dolph Simons, publisher of the *Lawrence Journal-World*, and chairman of the Kansas AP's continuing study committee.

A resolution pledging "ourselves collectively and individually to supply news of our territories" was adopted, as well as one expressing appreciation for AP bureaus' work on behalf of radio.

Vern Minor, manager of KWHK Hutchinson, was elected chairman of the state radio group, and R. M. Seaton, KGGF Coffeyville, vice chairman.

In addition to Mr. Minor and Mr. Seaton, others present were Bob Wells and Max Bicknell, KIUL Garden City; Dan Bellus, Claude Hughes and Hank Dais, KNEX McPherson; Tex Witherspoon and Steve Madden, KPRS Olathe; Earl McDaniel, KWBW Hutchinson; Olaf Soward, WIBW Topeka and KCKN Kansas City; George Alden, KIMV Hutchinson; Paul F. Kelly, KAYS Hays; Thad M. Sandsrom, KSEK Pittsburg; George Gow, KANS Wichita; Frank G. Gorrie, Al Stine and Joe DeGeorge, Kansas City AP Bureau.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

BLUEBIRD ON YOUR WINDOWSILL

On Records: Phil Reed—Dance-Tone 416; 101 Ranch Boys—Col. 20600; George Towne—Regent 153; Johnny Bond—MGM 10510; Kenny Roberts—Coral 64021; Tex Williams Trio—Cap. 57-40225; Ralph Flanagan-Bluebird 31-0001; Freddy Martin—Vic. 20-3554; Doris Day—Col. 30611; Don Murphy—Savoy 3020; Charlie Kunz—Lon. 4037; Carmen Cavallero—Dec. 24772; Wilf Carter—Bluebird 58-0111.

On Transcriptions: Lawrence Welk—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

JOLSON SIGNS

Exclusive CBS-AM-TV Pact

AL JOLSON, famed singer, and veteran of stage, screen and radio, has entered into an exclusive agreement with CBS for both radio and television appearances, the network announced last week. Mr. Jolson's representative is the William Morris Agency.

The network said it had no plans as yet for a program starring Mr. Jolson. He will for the time being confine his CBS appearances to guest spots on radio and television shows, with his first engagement scheduled for a late November Bing Crosby program.

Salary terms of his contract with the network could not be learned.

The singer has not recently had his own program. He was starred on the Kraft show on NBC last year.

N. Y. Election

(Continued from page 24)

zens Committee For Lehman, $1,075; Women's Div., City-Wide Independent Citizens Committee For Lehman $425; Republican State Committee For Dulles, $495; Fair Deal Democrats For O'Dwyer, $800; Liberal Party, $455; Harlem Committee For Davis, $296.

Radio stations not releasing figures were WHOM New York, which claimed to have sold time for practically every candidate's viewpoint, and WCBS New York.

Television stations reported the following billings:

WJZ-TV—City-Wide Independent Citizens Committee for Lehman, $600 for a ten-minute program. Total, $600.

WNBT—Republican Fusion Party, 6 quarter hours, $3,500. Total, $3,500.

WPIX (TV) New York—Two one-minute announcements for Indepedent Citizens Committee For Lehman, a one-minute film for Wagner, and a ten-minute program on behalf of Lehman totaled some $800.

WABD (TV)—One ten-minute film and two one-minute announcements for Lehman totalled around $1,000.

ABC State Network—Independent Citizens Committee For Dulles, $10,340; N. Y. State Republican Committee, $4,832; Sen. Sheridan Downey, (no further data available) $688; Independent Citizen's Committee For Lehman, $1,112; N. Y. State Democratic Committee, $1,064; AFL-CIO Joint Labor Committee, $1,368; National Committee For An Effective Congress For Lehman, $1,740. Total: $21,144.

CBS State Network — Lehman, $9,950; Dulles, $6,670; State Democratic ticket, $850. Total, $17,470.

NBC State Network—Three programs, all purchased by Democratic Party on nine-station network. Total, $3,600.

MBS State Network—Month of October only. N. Y. State Republican Party, $3,594; Liberal Party, $1,569; N. Y. State Federation For Lehman, $4,232; Independents Citizens Committee Of Republicans, $2,116.

NBC Chicago and Central Div. Athletic Assn. have arranged series of six weekly classes in various phases of broadcasting available to employes free of charge. Classes are taught by top personnel in different divisions.

JOSEPH KATZ (r), president of the Baltimore advertising agency that bears his name and of WWDC Washington, pins "business is good" button on Jack Reading (l), Democratic National Committee public relations director. Mr. Katz had just "pinned" President Truman at the White House [BROADCASTING, Oct. 31]. One-man "business is good" campaign was started by Mr. Katz after he noticed "lots of people were torpedoing business by spreading poison of pessimism."

National Nielsen Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK
SEPTEMBER 25-OCTOBER 1, 1949
NIELSEN-RATING+

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
1	1	Lux Radio Theatre	9,624	24.5	+0.6
2	2	Godfrey's Talent Scouts	7,699	19.6	—0.1
3	3	Mr. Keen	7,542	19.2	+1.2
4	4	My Friend Irma	7,306	18.6	+1.9
5	6	F.B.I. in Peace and War	7,149	18.2	+2.3
6	5	Suspense	7,110	18.1	+2.0
7	12	Fibber McGee & Molly	6,678	17.0	+2.6
8	9	Jack Benny	6,521	16.6	+1.8
9	7	Inner Sanctum	6,442	16.4	+0.5
10	10	Mystery Theatre	6,364	16.2	+1.6
11	8	Crime Photographer	5,892	15.0	—0.2
12	19	Bob Hope	5,892	15.0	+1.6
13	24	Mr. District Attorney	5,853	14.9	+3.4
14	25	Mr. Chameleon	5,656	14.4	+2.9
15	11	Mr. & Mrs. North	5,499	14.0	—0.4
16	16	This is Your F. B. I.	5,499	14.0	+0.3
17	14	Walter Winchell	5,460	13.9	—0.2
18	13	Fat Man	5,264	13.4	—0.8
19	23	Gene Autry	5,224	13.3	+1.5
20	22	People are Funny (Tues. Night)	5,146	13.1	+0.4

Copyright 1949, A. C. NIELSEN CO.

NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(+) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LORAIN 'JOURNAL'

Government Suit Nears Hearing

THE PRECEDENT anti-trust suit by the U. S. Dept. of Justice against the Lorain, Ohio, *Journal* for allegedly attempting to injure competitive WEOL Elyria-Lorain moved one step more toward adjudication last week as the Government filed its detailed memorandum brief and Samuel A. Horvitz, *Journal* publisher, tendered an opposing affidavit.

No further steps ensue until hearing is held Nov. 15 in U. S. District Sourt at Cleveland on the Justice Dept's request for an injunction in the suit, the first such Sherman Act case against a newspaper [BROADCASTING, Sept. 26, Oct. 3]. The hearing will be before Judge Emerich B. Freed.

The government has charged, among other things, that the *Journal* sought to weaken WEOL competition by refusing to grant advertising space to firms which also used radio time. Mr. Horvitz, however, has denied this.

The publisher's affidavit concluded: "I further state that I have never nor, to my knowledge and belief, have any of the officers or employes of the Lorain Journal Co., interfered with, restrained or otherwise obstructed the dissemination of news or advertising throughout Lorain and vicinity by other newspapers, magazines or radio stations; that to my best knowledge and belief numerous other newspapers are circulated and sold in the City of Lorain and that the Lorain Journal Co. has aided the circulation of certain other newspapers."

Mr. Horvitz challenged the government to include in its case the statements of many Lorain merchants who were contacted by Dept. of Justice investigators. He indicated these would contradict some of those selected by the government for its suit.

The publisher said "many of the activities and statements attributed to the *Journal* and its employes and representatives are incomplete, inaccurate and misleading . . . they contain hearsay, and . . . are so worded as to present an erroneous and misleading interpretation of the activities" of the *Journal*. He described the paper's advertising policy as including the following:

Based upon the belief that a strong, healthy business and shopping district is important to the well-being and continued growth and development of the community and that anything that tends to impair the community's business is detrimental to that community, it is the policy of the Lorain Journal to protect the Lorain market in the interest of local business houses. To accomplish this, the Lorain Journal strives to build up the Lorain market by encouraging patronage of local stores, by attempting to attract business into the Lorain market and by refusing the advertisements of out-of-town establishments that would tend to withdraw business from the Lorain market.

Indicating the *Journal* believes "it has an obligation not to use its entry into the homes of its readers to introduce advertisements that it considers offensive, in poor taste, false, misleading, or opposed to public policy or the best interest of the community," Mr. Horvitz added he believed all employes have upheld the policy. He said they have resorted "to legitimate and ethical practices customarily engaged in by many newspapers in this vicinity and elsewhere to forward the local interest of the community and, consequently, of the newspaper."

The government's brief, answering the *Journal's* opposition and supporting its initial suit and request for preliminary injunction to suspended the paper's alleged ban on radio advertisers, asserted the case fell within Sherman Act jurisdiction since both newspaper publishing and radio broadcasting are interstate commerce. Numerous other court decisions were cited as authority.

The brief further contended that Mr. Horvitz' statements in themselves supported the government's contentions of anti-trust law violation and that the publisher failed to answer many of the complaints offered by local merchants.

To *Journal* contentions that free speech was being tampered with, the brief stated: "To ask that the First Amendment be applied to strike down a non-discriminatory regulation of commerce whose objective is the removal of restraints on the distribution of news, advertising and other information is . . . to belittle the great historic experience on which the framers based the safeguards of the First Amendment." It continued, "So far as the concept of the freedom of the press is at all relevant here, it may fairly be said that the relief sought is in the interest of greater, and not less, freedom.

"A trader engaged in private business may have the right freely to exercise his own independent discretion as to parties with whom he will deal," the government brief said, but "in any event, this right exists only when there is no purpose to create or maintain a monopoly." The brief alleged the *Journal* "did go beyond the exercise of this right and combined to restrain and to monopolize interstate commerce."

KING Appoints Blair

KING Seattle has appointed John Blair & Co. as its national representative, effective Nov. 1, it was announced last week by Station Manager Hugh Feltis. KING, an independent, went to 50 kw on 1090 kc April 1. Mrs. Dorothy Bullitt of Seattle is principal stockholder, and Henry B. Owen is president.

At Deadline...

FULLTIME GRANTED 'TIMES-PICAYUNE' STATION

FOUR NEW AM stations and one noncommercial FM outlet granted by FCC Friday. WTPS New Orleans awarded power boost on 940 kc from 1 kw day only to 1 kw day, 500 w night directional. New station grants:

Jefferson City, Mo.—Missouri Central Bcstrs., granted 900 kc, 250 w day; estimated cost $14,000. Co-partners: Robert W. Nickles, KWK St. Louis transmitter engineer, and Robert P. Fox, ex-program director KWGD (FM) St. Louis, now deleted.

Plattsburg, N. Y.—Clinton County Bcstg. Corp., granted 1340 kc, 250 w fulltime; estimated cost $18,943. Principals: Joel H. Cheier, ex-commercial manager WEAV Plattsburg, president-secretary 30%; Walter H. Petterson, beverage distributor, vice president-treasurer 40%; John R. Commins, attorney, director 8%. There are three other stockholders.

Cloquet, Minn.—Cloquet Bcstg. Co., granted 1450 kc, 250 w fulltime; estimated cost $10,399. Principals: Victor J. Tedesco, station manager WSHB Stillwater, Minn., president 15%; Albert S. Tedesco, WSHB program director, vice president 15%; Nicholas Tedesco, vice president 15%; George E. Grider, formerly with WJNC Jacksonville, N. C., vice president 15%; John O. Vick, WSHB chief engineer, secretary 25%; William F. Johns Jr., WSHB general manager and operator WOSH Oshkosh, Wis., treasurer 15%.

Colorado City, Tex.—Colorado City Bcstg. Co., granted 1320 kc, 500 w daytime; estimated cost $19,547. Co-partners: Marshal Fromby, 50% owner KPAM Hereford and KSNY Snyder, Tex.; Eldon B. Mahon, district attorney 32nd Judical District of Texas; and John Blake, 50% owner KPAM and KSNY.

Dallas, Tex.—Texas Trade School, granted noncommercial educational FM Channel 203 (88.5 mc) with 10 w; estimated cost $4,015.

WBAP-TV PATENT CASE MAY SOLVE LEGAL PROBLEM

CLARIFICATION of Patent Office policy on registration of television service marks was foreseen Friday following formal application —reportedly first of its kind in TV — by WBAP-TV Ft. Worth. Application is for registration of "See-Saw-Zoo" as title of TV film series, and of its various characters.

In support of applications Harry P. Warner, of Washington law firm of Segal, Smith & Hennessey, submitted 50-page brief tracing history of trademark law and arguing for broad interpretation of 1946 Lanham Trademark Act with respect to registrability in radio and television. He said Patent Office counsel is inclined "to adopt a restrictive definition of both service marks in general and radio marks in particular."

Lanham Act, Mr. Warner noted, defines "service mark" as "a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce."

He contended radio and TV do render "service" within meaning of law, despite Patent Office counsel's doubts in this regard, and do meet other registration requirements. Congress, he argued, intended law to permit registration of "distinctive" program names, theme music, identifying slogans and sound effects, call letters, singing commercials, and "all distinctive characters on radio and television programs who may employ distinctive voice, dialect, mannerisms or slogans."

GETS AGENCY MEDIA POST

MIRIAM HURLEY, formerly with Newell-Emmett Co. and Pedlar & Ryan, New York, has joined Doyle Dane Bernbach Inc., also New York, as space and time buyer.

PILGRIM GROUP FAVORED AS WORL SUCCESSOR

WITH side blast at foreign-language programs as means of teaching English and fostering national unity, FCC Examiner Hugh B. Hutchison last Friday nominated Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, as successor to WORL Boston. WORL's license renewal application was denied in 1947 for alleged concealment of ownership and station ceased operations last May [BROADCASTING, May 30] after court appeals failed.

Examiner Hutchison's initial decision, subject to review by FCC upon request, chose Pilgrim Broadcasting over four other applicants for WORL's frequency—950 kc—with 5 kw, day only. Choice was based on finding that Pilgrim possessed greater familiarity with local interests and broadcast needs.

In appraisal of one applicant's proposal to carry three hours of foreign language programs daily to encourage these groups to learn English, Mr. Hutchison said:

. . . We believe that, in general, such programs may tend to destroy all incentive to learn English, to anchor these groups to the traditions, customs and institutions of the countries from which they are derived and to foster in them a consciousness of racial separatism which is not conducive to assimilation into our national life or indeed consistent with the American ideal of nation-wide unity of all groups and classes of citizens on an equal basis.

Chief stockholders of Pilgrim, with 10% each, are Boston attorneys Frederick W. Roche and Richard Maguire. Others (4% each) include Arthur H. Haley, WBMS Boston time salesman, who would manage new station, and following: Joseph A. Dunn, president; Sidney Dunn Jr., H. John Adzigian, Johnathan G. Butler, Edward Michael Gallagher Jr., John J. McDonald, John V. Callahan, Anthony A. Centracchio, Jeremiah D. Crowley, Chester A. Dolan Jr., George R. Finn, G. Lynde Gately, John L. Grady, John Francis Kennedy, William J. McDonald, Joseph A. McGivern, John B. Murdock, Robert W. Reardon, Thomas L. Regan.

Applicants who would be denied under examiner's decision are Beacon Broadcasting Co., which includes veteran broadcaster George H. Jaspert; Boston Radio Co., controlled (51⅔%) by former Alien Property Custodian James E. Markham with John H. McNeil, former manager of DuMont TV Network, as one-third owner; Joseph Solimene, who advanced foreign-language proposal; Bunker Hill Broadcasting Co. Sixth applicant, Continental Television Corp., did not appear at hearing held in 1947-48.

GETS KXXX CONTROL

KXXX Colby, Kan., granted acquisition of control Friday by FCC by John B. Hughes, owner of 300 of 650 total shares, through purchase of 50 shares ($100 par) held by Robert H. Nugent. Mr. Hughes becomes 53% owner.

KYW SCREENS 900

AFTER auditioning 900 candidates for feminine disc jockey post, KYW Philadelphia signed Marjorie Wieting, 26-year-old housewife and mother of two children, for 13-week midnight role. Of 1300 girls who applied to station, 900 actually faced auditioners with 60 semi-finalists competing for final elimination in which 12 competed.

Closed Circuit

(Continued from page 4)

since low-power transmitters could do st... free job. Suggestion made that somet... akin to lend-lease be devised whereby our m... ufacturers would provide necessary trans... ters and receivers for export.

WHILE principal emphasis has been aga... Cuba's unwillingness to renegotiate NAR... treaty on equitable basis, it's open secret t... troubles have been encountered also with c... tain Canadians, particularly young CBC en... neers disposed to needle U. S. delegation e... dently because of opposition to our commer... operation. U. S. Delegation Chairman H... has appealed to higher Canadian authority... overcome such tactics. CBC situation is d... scribed variously as autocratic, dictatori... wasteful, with Canadian public far from sa... fied with its radio.

TROUBLE-BESET NARBA conference to l... its Montreal home Nov. 15. Hotel Windsor h... notified treaty-makers it doesn't see fit to re... lease when it expires in mid-month.

LOU COWAN'S former NBC-TV packa... *R. F. D. America*, scheduled for return t... network's television hookup in near future. I... left air in September after six month oper... tion as half-hour Thursday night sustaine... Return follows reports of favorable viewer r... action, in New York especially.

BRISTOL-MYERS Co., New York, about t... bring out anti-histamine tablet. Firm cu... rently pondering trade name. Kenyon & Ec... hardt, N. Y., will be appointed for new produ...

GOP AWAITS CBS REPLY ON TRUMAN BROADCAST

REPLY from CBS awaited Friday by GOP o... its request for time to answer President Tru... man's Thursday night speech at St. Pau... Guy George Gabrielson, chairman of Republ... can National Committee, had wired CBS Pres... dent Frank Stanton in advance of spee... asking right to reply should it be of politic... nature.

GOP headquarters said Friday it constru... President's talk as extremely political in na... ture. CBS only network to carry speech.

Joseph H. Ream, CBS executive vice pre... dent, had replied to GOP request Thursda... as follows: "If in our opinion the broadcast ... essentially political in character and our r... sponsibility as broadcasters in maintainin... overall fairness in presenting opposing poli... ical viewpoints indicates that Republican rep... is in order, we shall consider scheduling su... a broadcast."

CBS said Friday that network had receive... no request from GOP for time other than ori... inal advance telegram. "Our position remain... unchanged," CBS told BROADCASTING.

EARLE LEWIS McGILL

EARLE LEWIS McGILL, 52, former produce... director and casting director at CBS, die... Thursday in New York. He had directed nu... merous CBS shows including, *Columbia Wor... shop* and *Town Crier*. During war he had di... rected *Stage Door Canteen* for America... Theater Wing. He had taught many directors... and was former faculty member of New... York U. School of Radio and Fordham. He wa... one of six founders of Radio & Television Di... rectors Guild, former president of RTDG... New York local, former international president... and at his death, treasurer of internationa... RTDG.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Early Fall, 1949

KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 * people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivot area can also hear KMBC or KFRM clearly!

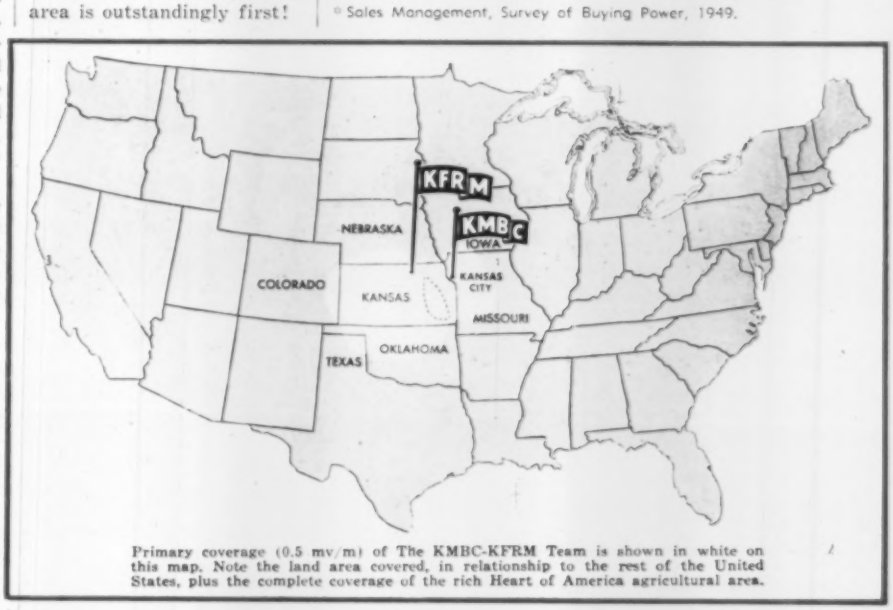
The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 * radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

* Sales Management, Survey of Buying Power, 1949.



Primary coverage (0.5 mv/m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.